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ABSTRACT

The Dallas Public Library (DPL) commissioned Arthur D. Little, Inc. to analyze the library resources in the Dallas Major Resource Center area and to identify the role the DPL should play in the development of public library service in this area. To identify the role of the DPL as a Major Resource Center, the available services, materials, staff, financial support and facilities were evaluated. The field work for this study which consisted of visits to libraries, interviews and questionnaires was conducted from July 1969 through March 1970. The report resulting from this study is divided into the following sections: (1) demographic analysis, (2) the Dallas Public Library, (3) public libraries in the Dallas Major Resource Area, (4) user study, (5) the Texas State Plan, (6) library cooperation in Dallas County and (7) recommendations. A list of the libraries studied and questionnaires used are appended. (NH)

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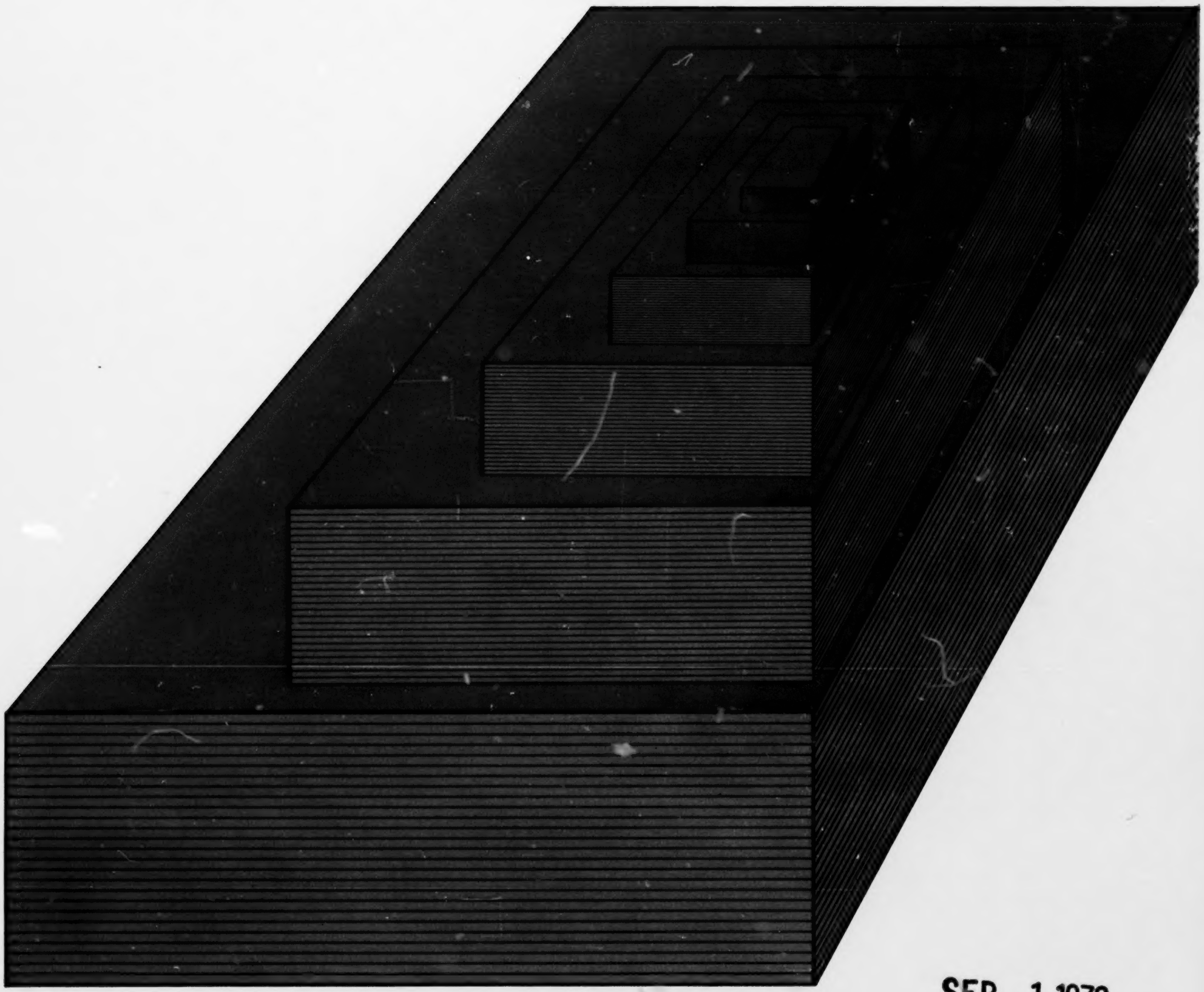
LARA: A Study of the Dallas Major Resource Center Area



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Arthur D. Little, Inc.

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LARA:

A Study of the Dallas Major Resource Center Area

Report to:

The Dallas Public Library

May 1970

C-71797

Arthur D. Little, Inc.

May 26, 1970

Mrs. Lillian M. Bradshaw, Director
Dallas Public Library
1954 Commerce Street
Dallas, Texas 75201

Dear Mrs. Bradshaw:

We are pleased to submit to you the final report of LARA: a study of the public libraries of the Dallas Major Resource Center Area.

The field work for this study including visits to libraries, interviews and questionnaires, was conducted during the period of July 1969 through March 1970. Throughout the study we received excellent cooperation from all the individuals we contacted, both librarians and the staffs of agencies which provided us with background material.

The staff and administrative officers of the Dallas Public Library shared with us their experiences and their hopes for the future. To the staff of the Interlibrary Loan Division and to Mr. David Reich, Associate Director for Public Services who served as liaison for the Dallas Public Library with the study team, s special word of appreciation.

During the conduct of most of the study, Mrs. Marie Schultz was Field Services Director at the Texas State Library. Mrs. Schultz was most generous in sharing with us statistics, reports and background material about the public libraries in the Dallas Major Resource Center Area.

We trust that this report will be of value to all interested in the development of the best possible library service in the Dallas Major Resource Center Area.

Sincerely yours,

Mary A. Heneghan

Mary A. Heneghan
Case Leader

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SUMMARY

BACKGROUND

The Dallas Public Library (DPL), designated a Major Resource Center (MRC) by the Texas State Library under the Texas statewide plan for library development, is charged with providing interlibrary loan and reference referral services to the thirty-six counties which comprise the Northeast Texas Major Resource Center Area. These thirty-six counties range from highly urbanized counties, such as Dallas County, to rural counties, such as Freestone, and include cities with well-developed public libraries as well as counties with no library service whatsoever.

Because of the many changes taking place in Northeast Texas, corresponding changes in the type and form of library services will be needed. Some of these are: increasing numbers of people in metropolitan areas, socioeconomic changes from rural to urban living, a rise in educational levels, the "car-bound commuting population," including those who live and vote in one jurisdiction and work and use the library services of another legal unit, and the necessity for equalization of tax support for shared services. All of these changing conditions will affect public libraries and will require new patterns in library services.

If the Dallas Public Library is to properly respond to its role as an MRC, much cooperative planning and network linkage among all types of libraries will be required, based on identification of the specific needs and interests of those who utilize public libraries within this resource area.

CONCLUSIONS

The Dallas Public Library, the largest public library in Northeast Texas, has had excellent municipal support in recent years. The City of Dallas in its official acts has been receptive to the development of an active library program. The Board of Trustees has supported DPL's administration's efforts to provide an imaginative and innovative program and the Friends of the Dallas Public Library have in several instances provided the funds for experimental programs.

The activities of the Dallas Public Library as a Major Resource Center library have been confined to interlibrary loans and reference service to libraries in the MRC area, and to participation in the statewide Telex network sponsored by the Texas State Library.

The administration of the Dallas Public Library faces the same basic problems as do the smaller libraries. The lack of personnel, limited space, insufficient funds to inaugurate new programs or to extend current programs are obstacles evident in most public libraries today. Dallas is not unique in having to face these problems and develop priorities. A program of service to the smaller public libraries in the Dallas MRC area is not considered of prime importance to many of the staff members we talked with in our many visits to the Dallas Public Library. Members of the staff at Dallas Public Library are creative, imaginative, enthusiastic and professionally competent. We would like to see more of them actively participating in the services of the MRC to the smaller public libraries in the area.

The development of an efficient program in the MRC has been handicapped by the lack of sufficient planning at the state level. Programs involving a teletype network were in operation in several states before Texas instituted theirs. We believe that the objective of becoming operable as soon as possible is admirable, but we also believe more effective planning might have provided a more efficient operation and might have been less frustrating to those responsible for implementing the program.

The Texas State Library working with the Dallas Public Library and the other MRC's have great potential for developing an outstanding program of public library service. The state grant-in-aid program, as described in the Act of the State Library System, passed by the 61st legislature, holds great promise in the future for public libraries in Texas. Currently, the public libraries in the Dallas MRC area receive insufficient local funds to provide for quality library service.

Even with state grants-in-aid, many libraries will have to consider contracting for certain services or merging with other libraries which will yield a higher quality and a greater variety of services and materials.

The population of the Dallas Major Resource Center area is projected to increase to over three million by 1980, and to become more centered in the metropolitan areas. An analysis of the population changes are presented in Chapter I.

RECOMMENDATIONS

Our recommendations are presented in two groups. The first pertains to the Texas State Library and are mainly concerned with operational and organizational matters. These recommendations are contained in Chapter VII.

Our short-term recommendations for the Dallas Public Library are:

- The establishment of a separate department known as the MRC Service Department to administer and coordinate all services and programs (including interlibrary loan) evolving from the Dallas Public Library as an MRC.
- The appointment of at least one more clerk now to aid the interlibrary loan assistants.
- The involvement of Dallas Public Library staff in visits and evaluations of public libraries in the MRC area.
- Cooperative preparation of booklists, sponsoring of materials selection meetings, and publicity for the MRC program, particularly the publication of a newsletter.
- The integration of requests from DPL patrons into the statewide ILL network.
- The provision of a tape-answering device for the ILL telephone to more effectively use staff time.
- Adequate statistical reporting forms, and investigation of collections at Size II libraries.
- Contracts with libraries in the MRC area for individual services supplied by the Dallas Public Library, particularly a film cooperative to be funded in the beginning with a special grant.
- The establishment of bibliographic tools and in-service programs to be utilized by the other libraries in the MRC area.
- The appointment of an MRC Advisory Committee as prescribed in the Texas State Library System Act.

Funding for our long-term recommendations will fall outside the present or projected LSCA Title I grant. These recommendations include:

- The allocation of funds for Telex machines at Size II libraries, contract arrangements for other libraries to participate in DPL automation programs and services, and tie-ins to the information banks available in the Dallas area and in other sections of the country.

- The extension of library and bookmobile service including innovative mobile services, such as the Showmobile, to other counties in the MRC area, and the adaptation of a mail-order service to operate out of a Size II library.

- The implementation of the Goals for Dallas program for public libraries.

There are two programs which we do not recommend, that are often implemented by headquarters libraries. These are:

- Centralized processing for participating libraries; and

- Regular delivery, in addition to mail service.

The reasons behind our non-support of these activities are described in Chapter VII.

I. DEMOGRAPHIC ANALYSIS

A. INTRODUCTION

Population growth is the direct result of two factors, natural increase and migration. Natural increase is the difference between births and deaths. Migration is the change which results from the net effect of people moving into and out of a specific area. In turn, these two factors are affected by various characteristics of the population and environment in the area.

One of the most important factors in the natural increase is the age distribution of the population. Women are capable of bearing children between the ages of about 14 and 45; thus the larger the female population in this age range, the greater the number of births. Thus, two areas with the same total population may have very different growth rates due to the difference in the age distribution. The number of births per female in an area may be affected by economic and social conditions in the area or in the world at large. After the second world war, the birth rate per 1000 women aged 14 to 45 was very high largely because many older families had postponed their children through the depression and war so that older women were having more children than usual.

Migration is affected by several factors. Age distribution is also a principal factor in the rate of out-migration. In general, young adults are more mobile than the middle-aged and the elderly. Rates of out-migration are not determined particularly by economic conditions as evidenced by the areas with high employment experience having the same levels as those areas with high unemployment. The only exception appears to be areas of real poverty, in which the population cannot afford to move out.

In-migration appears to be directly related to the levels of employment and general economic opportunity. Areas of high employment in the postwar period have experienced substantial population growth through in-migration.

The relative importance of the various factors of population change in the past will affect the probable population change in the future. An area which has had substantial out-migration will be left with an older population, tending to reduce the rate of natural increase.

B. DALLAS MAJOR RESOURCE CENTER AREA

The Dallas Major Resource Center Area consists of the thirty-six counties of Northeast Texas. The counties cover a large and diverse area from the Metropolitan areas of Dallas, Texarkana, and Tyler, to the Northern and Southern rural areas of the region. Figure 1 shows the region and the boundaries of the three Standard Metropolitan Areas which are part of it. The Dallas Metropolitan area has been redefined since the 1960 Census, with the addition of Rockwall and Kaufman Counties. The use of counties in defining metropolitan areas indicated that the outskirts of these areas may remain predominantly rural, since suburbanization and other metropolitan development has not spread throughout the whole area.

The basic highway structure of the region is a series of major arteries which originate at Dallas. Two of these highways serve to connect Dallas with the other major urban areas of the region. Interstate 30 connects with Texarkana to the east and north and Interstate 20 connects with Tyler to the southeast. These highways form channels for development in the regions lying between the cities, as land becomes scarce in the cities themselves.

Population information for this area is available from two basic sources. The U.S. Bureau of Census takes a decennial canvass of all individuals in the nation and collects information about the population and various other characteristics. The Census also makes periodic estimates of population for the intervening years. In 1969, the Bureau published a report of estimates of county population for the nation, including estimates of migration and natural growth for each of the counties of the Northeast Texas Region. It must be remembered that these figures are estimates, therefore subject to error. However, the Bureau has attempted to include information from various sources measuring a part of the population, such as the student population, in order to detect trends in population change. The second source of population information is the Population Research Center of The University of Texas at Austin. The Center has produced annual estimates of population for the counties of Texas since 1960. The University's Bureau of Business Research has prepared projections of population for 1970, 1980 and 1990. However, the Bureau's estimates of population for 1967 vary greatly from Census estimates for 1966 and the Center's estimates for 1968. Often the first source directly contradicts the second two sources with regard to estimated population changes for individual counties. We have made projections of population to 1980, based on the Bureau's projections but we have allowed for those counties about which the Bureau appears to be in error.

For the Region and its thirty-six counties, we took two periods of time, 1960-1968, and 1968-1980; and we studied the

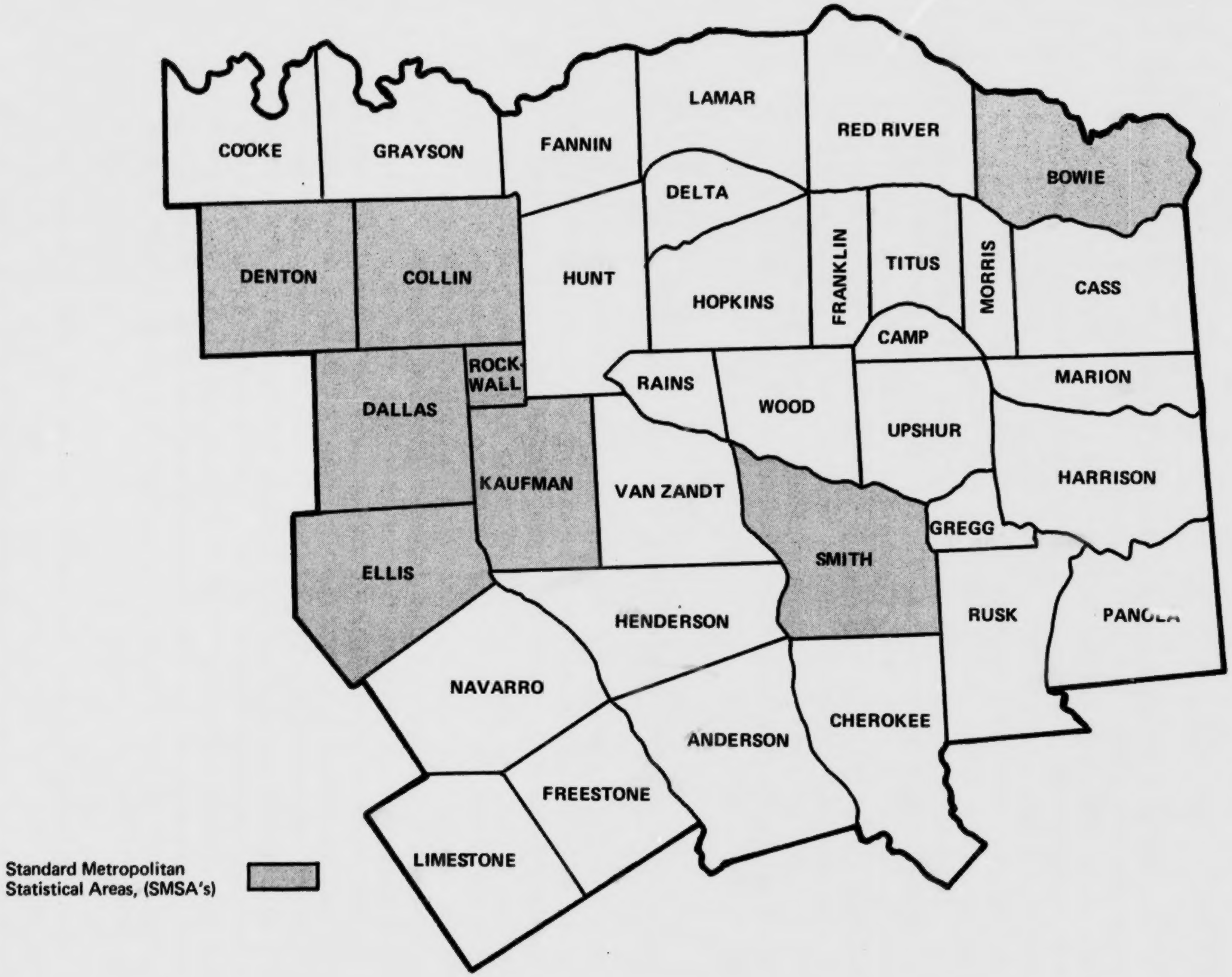
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DENTON
COLLIN
HUNT
DELTA
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
ROCK-WALL
DALLAS
RAINS
WOOD
UPSHUR
MARION
KAUFMAN
VAN ZANDT
HARRISON
GREGG
SMITH
ELLIS
HENDERSON
RUSK
PANOLA
NAVARRO
CHEROKEE
ANDERSON
FREESTONE
LIMESTONE
Standard Metropolitan Statistical Areas, (SMSA's)

FIGURE 1 THE 36 COUNTIES OF NORTH EAST TEXAS

trends and factors in the historical changes of population, and then analyzed the projected population changes for the region (Table 1)

C. POPULATION IN 1968

Table 1 presents population estimates for the region and counties for 1960, 1968, 1970, and 1980. In 1968, the population of the thirty-six counties was just over 2.3 million. The six counties of the Dallas SMSA (Standard Metropolitan Statistical Area) account for almost 62% of the total population in the region. Dallas County alone comprises 52% of the region's population. The Tyler and Texarkana SMSA's account for 4.6% and 2.6% of the region's population respectively. Thus, the twenty-eight non-metropolitan counties in the region account for only 22% of the total population. Table 2 lists the counties by size of population in 1967 in descending order, and shows that six of the ten largest counties in the region are contained within SMSA's. Thus, in 1967, the population of the region was concentrated in metropolitan areas and dominantly concentrated in Dallas.

D. POPULATION CHANGE 1960 TO 1967

Population of the thirty-six counties increased by just over 470,000 or at an annual rate of 2.3% from 1960 to 1967. (See Tables 3 and 4.) Over the same period, the state-wide population increased at a yearly rate of 1.8%, as compared to a national increase of 1.4%. Table 5 lists the counties of the region in discending order, according to annual growth rate, indicating that Dallas was the fastest-growing county. Three of the four counties which grew faster than the regional average were Dallas Metropolitan Area Counties, and the fourth (Henderson County) has received some spillover from the Dallas Metropolitan Area, due to the construction of Interstate 45. Ten counties either maintained or exceeded the state growth rate, and eleven exceeded the national growth rate. Six counties experienced a decline in population from 1960 to 1968. Growth in the region has been concentrated in the metropolitan counties, thus accounting for 87% of the region's total. Dallas County alone accounted for 71%.

Figure 2 shows the distribution of four classes of growth rates for the counties. The highest class predominantly consists of the Dallas Metropolitan Area and the counties abutting it to the east. The second class of counties by growth rate are within the Dallas area, abutting it to the north and around the Tyler Metropolitan Area. Actual population decline has been experienced on the eastern edge of the Region and in two counties due south of the Dallas Area.

TABLE 1

POPULATION FOR COUNTIES OF NORTHEAST TEXAS

	COUNTY	1960	1968	1970	1980
1	ANDERSON	28162.	30200.	31004.	36997.
2	BOWIE	59971.	71500.	74220.	85111.
3	CAMP	7849.	8200.	8287.	8731.
4	CASS	23496.	25300.	25673.	27071.
5	CHEROKEE	33120.	34200.	34713.	38740.
6	COLLIN	41247.	58700.	63256.	81537.
7	COOKE	22560.	24800.	25515.	30196.
8	DALLAS	951527.	1231000.	1300966.	1711853.
9	DELTA	5860.	5900.	5890.	5774.
10	DENTON	47432.	71100.	77220.	101263.
11	ELLIS	43395.	47300.	48740.	58595.
12	FANNIN	23880.	24900.	25183.	26781.
13	FRANKLIN	5101.	5600.	5696.	5991.
14	FREESTONE	12525.	11800.	11699.	11603.
15	GRAYSON	73043.	80500.	82688.	95269.
16	GREGG	69436.	76600.	80048.	109191.
17	HARRISON	45594.	42400.	42958.	53414.
18	HENDERSON	21786.	27600.	29063.	35214.
19	HOPKINS	18594.	21700.	22624.	28265.
20	HUNT	39399.	45800.	47657.	58483.
21	KAUFMAN	29931.	31400.	32017.	36589.
22	LAMAR	34234.	36800.	37729.	45250.
23	LIMESTONE	20413.	22000.	22359.	23900.
24	MARION	8049.	7700.	7698.	8122.
25	MORRIS	12576.	11900.	11880.	12518.
26	NAVARRO	34423.	32500.	32700.	37359.
27	PANOLA	16870.	17400.	17766.	21278.
28	RAINS	2993.	3500.	3559.	3351.
29	RED RIVER	15682.	16300.	16341.	16041.
30	ROCKWALL	5878.	6600.	6791.	7758.
31	RUSK	36421.	34900.	35071.	38861.
32	SMITH	86350.	99100.	103786.	142327.
33	TITUS	16785.	17500.	17848.	20788.
34	UPSHUR	19793.	21400.	21723.	22862.
35	VAN ZANDT	19091.	22400.	22790.	23908.
36	WOOD	17653.	19700.	20018.	20389.
37	REGION TOTAL	1951119.	2346200.	2453175.	3091879.

TABLE 2

RANK ORDER FOR NORTHEAST TEXAS COUNTIES BY 1968 POPULATION

RANK	COUNTY	AMOUNT
1	REGION TOTAL	2346200.0
2	DALLAS	1231000.0
3	SMITH	99100.0
4	GRAYSON	80500.0
5	GREGG	76600.0
6	BOWIE	71500.0
7	DENTON	71100.0
8	COLLIN	58700.0
9	ELLIS	47300.0
10	HUNT	45800.0
11	HARRISON	42400.0
12	LAMAR	36800.0
13	RUSK	34900.0
14	CHEROKEE	34200.0
15	NAVARRO	32500.0
16	KAUFMAN	31400.0
18	ANDERSON	30200.0
18	HENDERSON	27600.0
19	CASS	25300.0
20	FANNIN	24900.0
21	COOKE	24800.0
22	VAN ZANDT	22400.0
23	LIMESTONE	22000.0
24	HOPKINS	21700.0
25	UPSHUR	21400.0
26	WOOD	19700.0
27	TITUS	17500.0
28	PANOLA	17400.0
29	RED RIVER	16300.0
30	MORRIS	11900.0
31	FREESTONE	11800.0
32	CAMP	8200.0
33	MARION	7700.0
34	ROCKWALL	6600.0
35	DELTA	5900.0
36	FRANKLIN	5600.0
37	RAINS	3500.0

TABLE 3

POPULATION CHANGE FOR COUNTIES OF NORTHEAST TEXAS

	COUNTY	1960-1968	1968-1970	1968-1980
1	ANDERSON	2038.	804.	6797.
2	BOWIE	11529.	2720.	13611.
3	CAMP	351.	87.	531.
4	CASS	1804.	373.	1771.
5	CHEROKEE	1080.	513.	4540.
6	COLLIN	17453.	4556.	22837.
7	COOKE	2240.	715.	5396.
8	DALLAS	279473.	69966.	480853.
9	DELTA	40.	-10.	-126.
10	DENTON	23668.	6120.	30163.
11	ELLIS	3905.	1440.	11295.
12	FANNIN	1020.	283.	1881.
13	FRANKLIN	499.	96.	391.
14	FREESTONE	-725.	-101.	-197.
15	GRAYSON	7457.	2188.	14769.
16	GREGG	7164.	3448.	32591.
17	HARRISON	-3194.	558.	11460.
18	HENDERSON	5814.	1463.	7614.
19	HOPKINS	3106.	924.	6565.
20	HUNT	6401.	1857.	12683.
21	KAUFMAN	1469.	617.	5189.
22	LAMAR	2566.	929.	8450.
23	LIMESTONE	1587.	359.	1900.
24	MARION	-349.	-2.	422.
25	MORRIS	-676.	-20.	618.
26	NAVARRO	-1923.	200.	4859.
27	PANOLA	530.	366.	3878.
28	RAINS	507.	59.	315.
29	RED RIVER	618.	41.	-259.
30	ROCKWALL	722.	191.	1158.
31	RUSK	-1521.	171.	3961.
32	SMITH	12750.	4686.	43227.
33	TITUS	715.	348.	3288.
34	UPSHUR	1607.	323.	1462.
35	VAN ZANDT	3309.	390.	1508.
36	WOOD	2047.	318.	689.
37	REGION TOTAL	395081.	106975.	745679.

TABLE 4

AVERAGE ANNUAL PERCENT
POPULATION CHANGE FOR COUNTIES OF NORTHEAST TEXAS

	COUNTY	1960-1968	1969-1970	1968-1980
1	ANDERSON	.9	1.3	1.7
2	BOWIE	2.2	1.9	1.5
3	CAMP	.5	.5	.5
4	CASS	.9	.7	.6
5	CHEROKEE	.4	.7	1.0
6	COLLIN	4.5	3.8	2.8
7	COOKE	1.2	1.4	1.7
8	DALLAS	3.3	2.8	2.8
9	DELTA	.1	-.1	-.2
10	DENTON	5.2	4.2	3.0
11	ELLIS	1.1	1.5	1.8
12	FANNIN	.5	.6	.6
13	FRANKLIN	1.2	.9	.6
14	FREESTONE	-.7	-.4	-.1
15	GRAYSON	1.2	1.3	1.4
16	GREGG	1.2	2.2	1.9
17	HARRISON	-.9	.7	2.3
18	HENDERSON	3.0	2.6	2.1
19	HOPKINS	1.9	2.1	2.2
20	HUNT	1.9	2.0	2.1
21	KAUFMAN	.6	1.0	1.3
22	LAMAR	.9	1.3	1.7
23	LIMESTONE	.9	.8	.7
24	MARION	-.6	-.0	.4
25	MORRIS	-.7	-.1	.4
26	NARARRO	-.7	.3	1.2
27	PANOLA	.4	1.0	1.7
28	RAINS	2.0	.8	.8
29	RED RIVER	.5	.1	-.1
30	ROCKWALL	1.5	1.4	1.4
31	RUSK	-.5	.2	.9
32	SMITH	1.7	2.3	3.1
33	TITUS	.5	1.0	1.4
34	UPSHUR	1.0	.8	.6
35	VAN ZANDT	2.0	.9	.4
36	WOOD	1.4	.8	.3
37	REGION TOTAL	2.3	2.3	2.3

TABLE 5

RANK ORDER FOR NORTHEAST TEXAS COUNTIES BY 1960-1968 POPULATION GROWTH RATE

RANK	COUNTY	AMOUNT
1	DENTON	5.2
2	COLLIN	4.5
3	DALLAS	3.3
4	HENDERSON	3.0
5	REGIONAL TOTAL	2.3
6	BOWIE	2.2
7	VAN ZANDT	2.0
8	RAINS	2.0
9	HOPKINS	1.9
10	HUNT	1.9
11	SMITH	1.7
12	ROCKWALL	1.5
13	WOOD	1.4
14	GREGG	1.2
15	GRAYSON	1.2
16	COOKE	1.2
17	FRANKLIN	1.2
18	ELLIS	1.1
19	UPSHUR	1.0
20	LIMESTONE	.9
21	CASS	.9
22	LAMAR	.9
23	ANDERSON	.9
24	KAUFMAN	.6
25	CAMP	.5
26	FANNIN	.5
27	TITUS	.5
28	RED RIVER	.5
29	CHEROKEE	.4
30	PANOLA	.4
31	DELTA	.1
32	RUSK	-.5
33	MARION	-.6
34	MORRIS	-.7
35	NAVARRO	-.7
36	FREESTONE	-.7
37	HARRISON	-.9

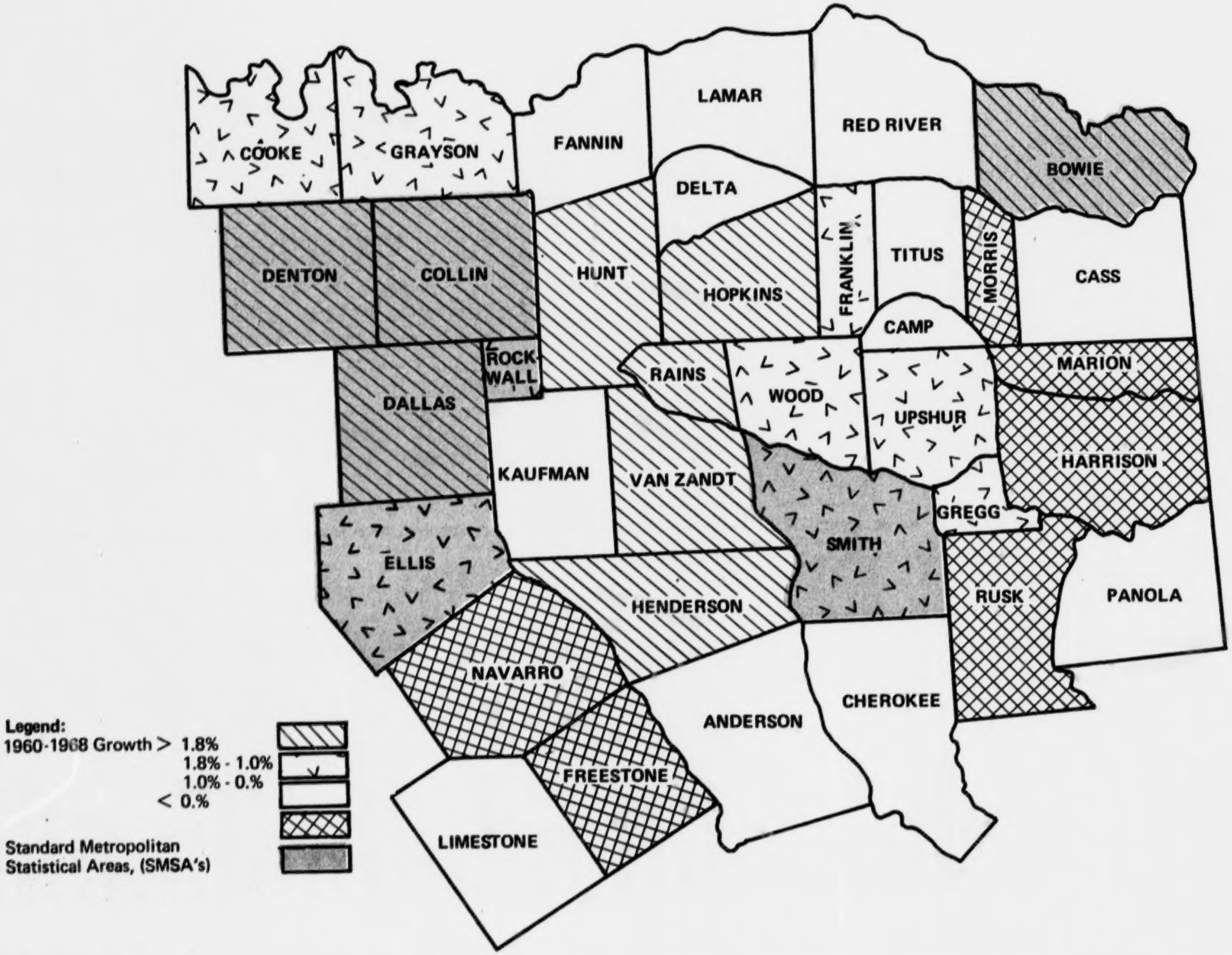
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DELTA
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
ROCK WALL
RAINS
WOOD
UPSHUR
MARION
DALLAS
KAUFMAN
VAN ZANDT
HARRISON
GREGG
SMITH
ELLIS
HENDERSON
RUSK
PANOLA
NAVARRO
CHEROKEE
ANDERSON
FREESTONE
LIMESTONE
Legend:
1960-1968 Growth > 1.8%
1.8% - 1.0%
1.0% - 0.%
< 0.%
Standard Metropolitan Statistical Areas, (SMSA's)

FIGURE 2 DISTRIBUTION OF COUNTY GROWTH RATES

The base population and its characteristics for 1960 provide some insight into the reasons for these changes. In general, the slowly-growing and declining counties in the region are rural, with a large portion of their population engaged in agriculture. For instance, Freestone County, which declined at a rate of .7% per year, had almost 29% of its labor force employed in agriculture, and 78% of its population was classified as rural. This contrasts greatly to Denton County in the Dallas Metropolitan Area, which grew by 5.2% per year (the highest rate in the region) and employed only 10% in agriculture; only 30% of the population was classified as rural. Of course, Dallas County had the smallest proportion of rural population; 2.5%. (Table 6).

The slow growth of the rural counties is not surprising, since the nation as a whole has experienced migration from the farms to the metropolitan areas. As agriculture has become more mechanized and as employment opportunities have increased in metropolitan areas, people have generally abandoned the farmland. Figure 3 and Table 7 show the population change in the region between 1960 and 1966, with estimates of migration. Out-migration has been concentrated in the rural areas while substantial in-migration has been concentrated in the counties in the Metropolitan areas and the suburbs. The rate presented in Table 7 and shown on Figure 3 is determined by dividing the amount of migration by the 1960 population; consequently some counties having moderate in-migration and small populations in 1960 show large rates.

The distribution of total migration for the region was concentrated in two counties, Dallas and Denton. Together these account for 85% of the net in-migration in the region. Ellis and Kaufman Counties have actually experienced some out-migration. These counties were both quite rural in 1960; 49% and 43%, respectively; the migration out of the rural areas more than compensated for the in-migration in the northern and western areas of the counties due to the expansion of the Metropolitan Area. The two other metropolitan areas in the region experienced moderate growth and in-migration over the period.

The major effect of the population changes in the region between 1960 and 1968 was the concentration in the metropolitan areas. Rural population continued its historical decline while the metropolitan areas grew more rapidly than the region, the state and the nation. Moreover, the population in the metropolitan areas is younger due to the in-migration and the population is employed in non-agricultural pursuits, especially in manufacturing, finance, trade, and service sectors (Table 8).

TABLE 6

PERCENT OF REGIONAL
POPULATION CHANGE FOR COUNTIES OF NORTHEAST TEXAS

	COUNTY	1960-1968	1968-1970	1968-1980
1	ANDERSON	.5	.8	.9
2	BOWIE	2.9	2.5	1.8
3	CAMP	.1	.1	.1
4	CASS	.5	.3	.2
5	CHEROKEE	.3	.5	.6
6	COLLIN	4.4	4.3	3.1
7	COOKE	.6	.7	.7
8	DALLAS	70.7	65.4	64.5
9	DELTA	.0	-.0	-.0
10	DENTON	6.0	5.7	4.0
11	ELLIS	1.0	1.3	1.5
12	FANNIN	.3	.3	.3
13	FRANKLIN	.1	.1	.1
14	FREESTONE	-.2	-.1	-.0
15	GRAYSON	1.9	2.0	2.0
16	GREGG	1.8	3.2	4.4
17	HARRISON	-.8	.5	1.5
18	HENDERSON	1.5	1.4	1.0
19	HOPKINS	.8	.9	.9
20	HUNT	1.6	1.7	1.7
21	KAUFMAN	.4	.6	.7
22	LAMAR	.6	.9	1.1
23	LIMESTONE	.4	.3	.3
24	MARION	-.1	-.0	.1
25	MORRIS	-.2	-.0	.1
26	NAVARRO	-.5	.2	.7
27	PANOLA	.1	.3	.5
28	RAINS	.1	.1	.1
29	RED RIVER	.2	.0	-.0
30	ROCKWALL	.2	.2	.2
31	RUSK	-.4	.2	.5
32	SMITH	3.2	4.4	5.8
33	TITUS	.2	.3	.4
35	UPSHUR	.4	.3	.2
35	VAN ZANDT	.8	.4	.2
36	WOOD	.5	.3	.1
37	REGIONAL TOTAL	100.0	100.0	100.0

TABLE 7

POPULATION CHANGE AND MIGRATION IN NORTHEAST TEXAS COUNTIES

	COUNTY	CHANGE 1960-1966	MIGRATION	PERCENT DUE TO MIGRATION
1	ANDERSON	1238.	300.	1.07
2	BOWIE	6929.	2500.	4.17
3	CAMP	51.	-400.	-5.10
4	CASS	504.	-700.	-2.98
5	CHEROKEE	1180.	.	.00
6	COLLIN	12553.	9100.	22.06
7	COOKE	-260.	-1200.	-5.32
8	DALLAS	206673.	9500.	1.00
9	DELTA	940.	1100.	18.77
10	DENTON	21168.	17100.	36.05
11	ELLIS	1005.	-1900.	-4.38
12	FANNING	-2580.	-2700.	-11.31
13	FRANKLIN	-101.	-200.	-3.92
14	FREESTONE	-725.	-700.	-5.59
15	GRAYSON	4557.	300.	.41
16	GREGG	4964.	-300.	-.43
17	HARRISON	-3994.	-6200.	-13.60
18	HENDERSON	3514.	2699.	12.39
19	HOPKINS	1306.	1000.	5.38
20	HUNT	5201.	3600.	9.14
21	KAUFMAN	1369.	-200.	-.67
22	LAMAR	2166.	700.	2.04
23	LIMESTONE	1687.	1800.	8.82
24	MARION	-349.	-700.	-8.70
25	MORRIS	-476.	-1200.	-9.54
26	NAVARRO	-423.	-1100.	-3.20
27	PANOLA	430.	-100.	-.59
28	RAINS	607.	600.	20.05
29	RED RIVER	718.	300.	1.91
30	ROCKWALL	422.	.	.00
31	RUSK	-1121.	-2700.	-7.41
32	SMITH	7450.	600.	.69
33	TITUS	-885.	-1700.	-10.13
34	UPSHUR	-493.	-1200.	-6.06
35	VAN ZANDT	1009.	800.	4.19
36	WOOD	1347.	1300.	7.36
37	REGION TOTAL	277581.	30099.	1.54

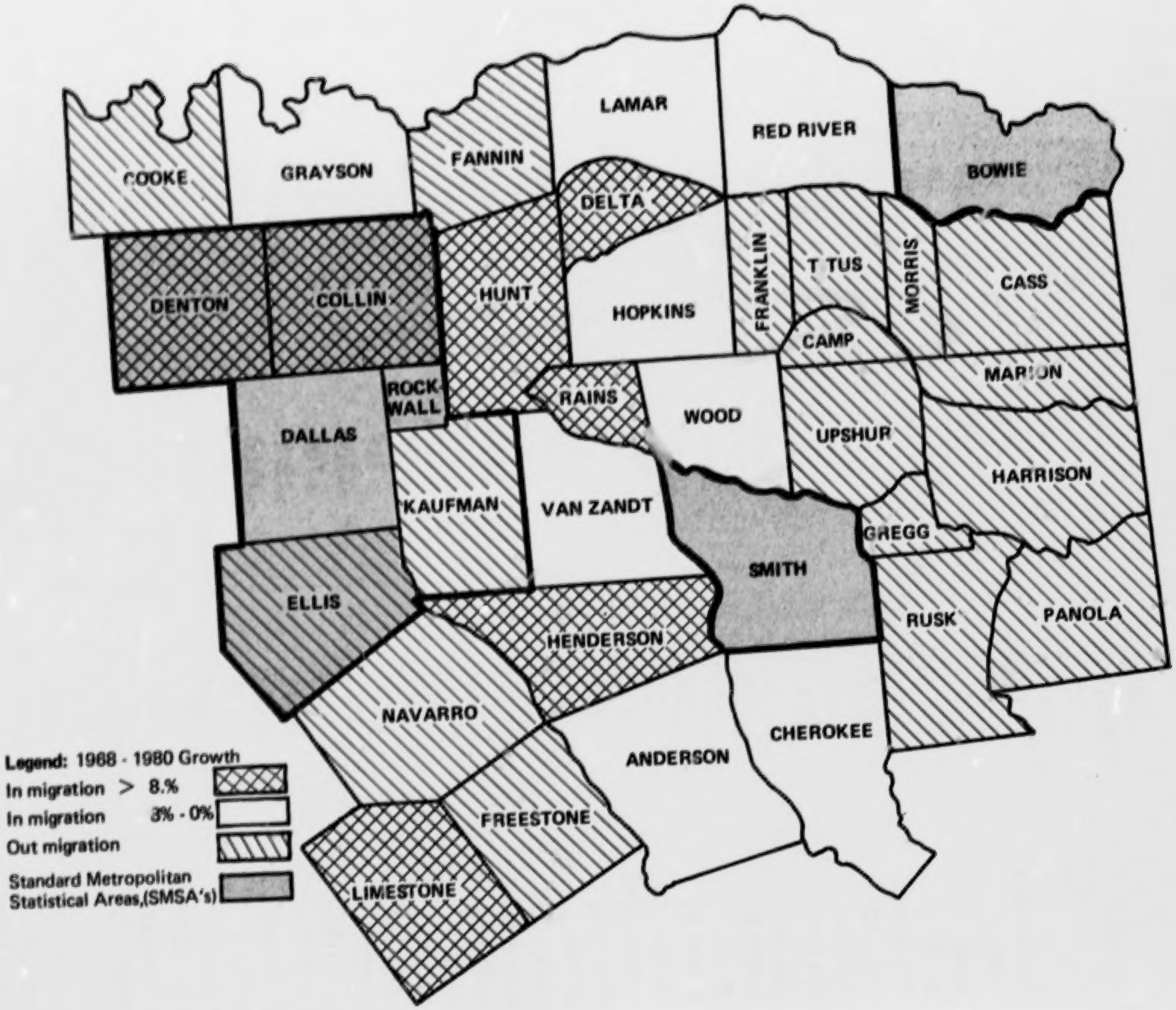
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DELTA
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
MARION
ROCK WALL
RAINS
WOOD
UPSHUR
DALLAS
HARRISON
KAUFMAN
VAN ZANDT
GREGG
SMITH
ELLIS
RUSK
PANOLA
HENDERSON
NAVARRO
CHEROKEE
ANDERSON
FREESTONE
LIMESTONE
Legend: 1968 - 1980 Growth
In migration > 8.%
In migration 3% - 0%
Out migration
Standard Metropolitan Statistical Areas,(SMSA's)

FIGURE 3 POPULATION CHANGE AND MIGRATION IN NORTHEAST TEXAS COUNTRIES

E. PROJECTED POPULATION CHANGE - 1968 to 1980

The projected population changes from 1968 to 1980 are a continuation of trends observed in the historical period with some modification. In the nation as a whole, population is expected to grow more slowly than in the 60's, as birth rates remain at the low levels of the latter part of the 60's and the proportion of the population in the childbearing years increases more slowly than the other age groups.

Population growth in the Dallas Major Resource Center area is expected to be concentrated in the metropolitan areas. Of the five counties expected to grow more rapidly than the region, four are in metropolitan areas. The one suburban county in the top five is Gregg County, just to the east of the Tyler Metropolitan area. 80% of the total growth in the region is projected for the eight metropolitan counties and Dallas alone accounts for 64% of the region's growth. This distribution reduces the share of growth in metropolitan areas from that which occurred between 1960 and 1968. As the metropolitan areas continue to grow and as transportation accessibility with the center cities improves, population will tend to spill over into the abutting non-metropolitan counties (Table 9 and Figure 4).

The counties projected to decrease in population are rural counties to the north and south. The number of counties projected to lose population is smaller than that of the period 1960-1968, and their projected losses are at a slower rate. Since it is largely the rural population leaving these areas, the outflow would be expected to slow down, since the population remaining in these areas is declining. Presumably, the remaining rural population is more viable economically than the emigrants, and therefore more likely to stay. Also contributing to the declining rate of out-migration is the fact that out-migration in a previous period left mostly older people who are less likely to migrate from the area.

F. PROJECTED POPULATION FOR 1980

The result of the projected changes between 1968 and 1980 will be a more concentrated population in metropolitan areas. The proportion of the population to be accounted for by the metropolitan counties is expected to increase to 72%, and Dallas County is expected to account for 55% of the region's population. The increase in the metropolitan population share is expected to be felt in the state and in the nation over the same period. The population share of Dallas is expected to grow more slowly, because the population within the metropolitan area is expected to become more dispersed. The trend in metropolitan areas is toward suburbanization. Thus, the metropolitan areas may contain a

TABLE 8

RANK ORDER FOR NORTHEAST TEXAS COUNTIES BY MIGRATION 1960-1966 AS PERCENT OF 1960 POPULATION

RANK	COUNTY	AMOUNT
1	DENTON	36.1
2	COLLIN	22.1
3	RAINS	20.0
4	DELTA	18.8
5	HENDERSON	12.4
6	HUNT	9.1
7	LIMESTONE	8.8
8	WOOD	7.4
9	HOPKINS	5.4
10	VAN ZANDT	4.2
11	BOWIE	4.2
12	LAMAR	2.0
13	RED RIVER	1.9
14	ANDERSON	1.1
15	DALLAS	1.0
16	SMITH	.7
17	GRAYSON	.4
18	ROCKWALL	.0
19	CHEROKEE	.0
20	GREGG	-.4
21	PANOLA	-.6
22	KAUFMAN	-.7
23	CASS	-3.0
24	NAVARRO	-3.2
25	FRANKLIN	-3.9
26	ELLIS	-4.4
27	CAMP	-5.1
28	COOKE	-5.3
29	FREESTONE	-5.6
30	UPSHUR	-6.1
31	RUSK	-7.4
32	MARION	-8.7
33	MORRIS	-9.5
34	TITUS	-10.1
35	FANNIN	-11.3
36	HARRISON	-13.6

TABLE 9

RANK ORDER FOR NORTHEAST TEXAS COUNTIES BY 1968-1980 POPULATION GROWTH RATE

RANK	COUNTY	AMOUNT
1	SMITH	3.1
2	GREGG	3.0
3	DENTON	3.0
4	DALLAS	2.8
5	COLLIN	2.8
6	REGION TOTAL	2.3
7	HOPKINS	2.2
8	HUNT	2.1
9	HENDERSON	2.1
10	HARRISON	1.7
11	ELLIS	1.8
12	LAMAR	1.7
13	ANDERSON	1.7
14	PANOLA	1.7
15	COOKE	1.7
16	BOWIE	1.5
17	TITUS	1.4
18	GRAYSON	1.4
19	ROCKWALL	1.4
20	KAUFMAN	1.3
21	NAVARRO	1.2
22	CHEROKEE	1.0
23	RUSK	.9
24	RAINS	.8
25	LIMESTONE	.7
26	FANNIN	.6
27	CASS	.6
28	FRANKLIN	.6
29	UPSHUR	.6
30	CAMP	.5
31	MARION	.4
32	MORRIS	.4
33	VAN ZANDT	.4
34	WOOD	.3
35	RED RIVER	-.1
36	FREESTONE	-.1
37	DELTA	-.2

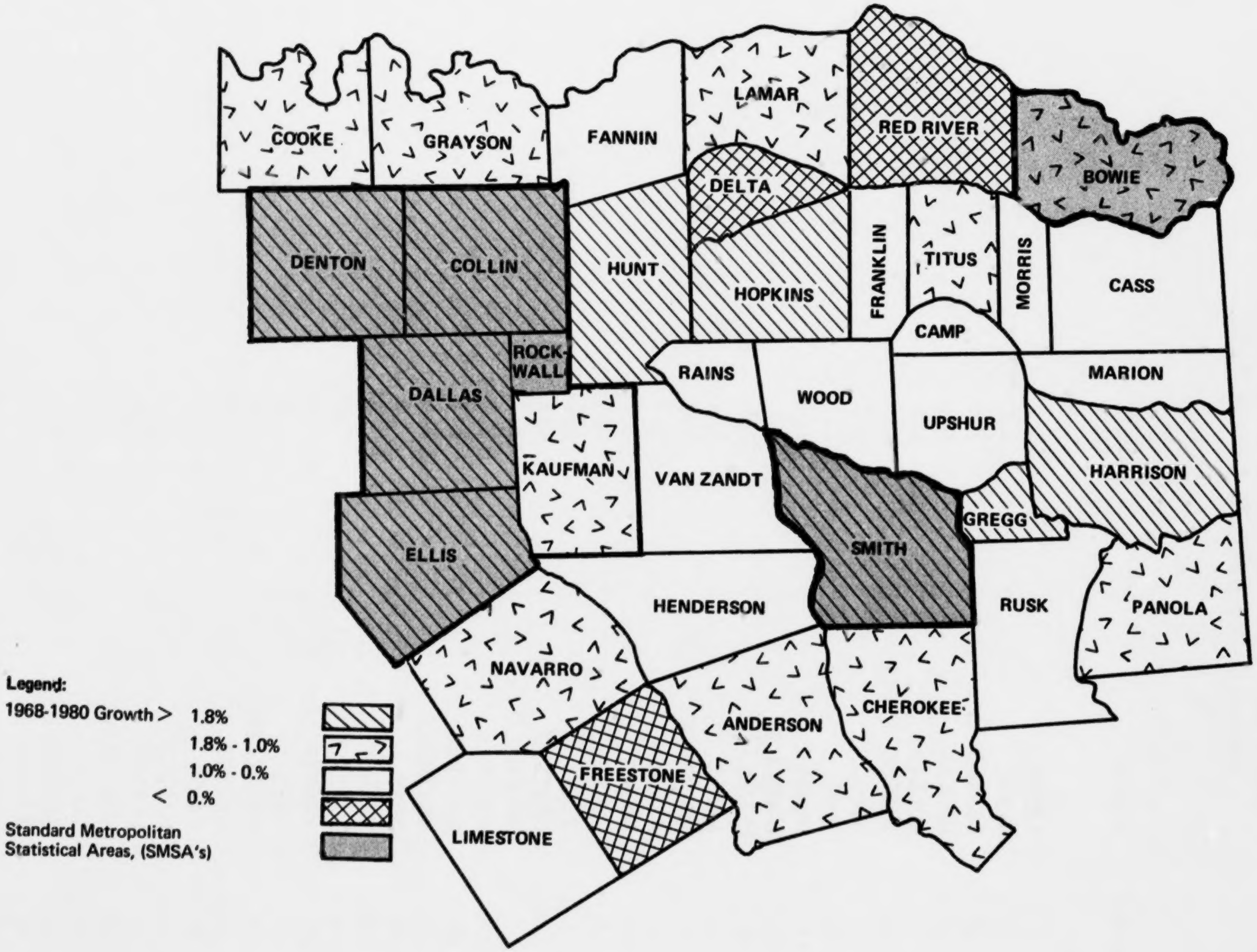
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DELTA
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
ROCK-WALL
RAINS
WOOD
UPSHUR
MARION
DALLAS
KAUFMAN
VAN ZANDT
HARRISON
GREGG
SMITH
ELLIS
HENDERSON
RUSK
PANOLA
NAVARRO
ANDERSON
CHEROKEE
FREESTONE
LIMESTONE
Legend:
1968-1980 Growth > 1.8%
1.8% - 1.0%
1.0% - 0.%
< 0.%
Standard Metropolitan Statistical Areas, (SMSA's)

FIGURE 4 PROJECTED POPULATION CHANGE – 1968 TO 1980

larger share of the population, but movements within these areas will result in desseminating the population over a wider area with a continued increase in the proportion of the population living in single family houses.

In order for the region to continue its high growth rate over the projection period, in-migration will have to continue, but at a reduced rate. This in-migration will be predominantly to the metropolitan counties. The result will be a concentration of younger people in the metropolitan areas, as opposed to the relative concentrations of older people in the rural areas. The younger population of the metropolitan areas will tend to have more children, so that the school populations there will grow more rapidly than in the rural areas.

In summary, the decade of the seventies will see the Dallas Major Resource Center Area in Northeast Texas continue to become more metropolitan, but the population within the metropolitan areas will continue to spread. The rural population will continue to decline, but at a slower rate. The forces of change in the seventies will be less than those of the sixties as the rates of migration are reduced.

II. THE DALLAS PUBLIC LIBRARY

Arthur D. Little, Inc., was commissioned by the Dallas Public Library (DPL) to provide an analysis of the library resources in the Dallas Major Resource Center area and to identify the role the Dallas Public Library should play in the development of public library service in this area. The Dallas Public Library has been prominent in the development of library service in Texas and has introduced new programs of service to the residents of Dallas. Its role as a Major Resource Center has been primarily one of providing material and information to the libraries in the Dallas Major Resource Center area and to other libraries through the statewide interlibrary loan network.

In order to identify the role of the Dallas Public Library as a Major Resource Center, one must evaluate the available services, materials, staff, financial support, and facilities. The Dallas Public Library, like most large municipal libraries, does have more space, staff, finances, and materials than the small town public library. Concomitantly, it serves a larger population and a larger geographic area as well as having a demand for a greater variety of services. The Dallas Public Library is not a wealthy institution; it must use its available funds in the most effective and efficient manner in relation to its total service program.

Unfortunately, the position of the Dallas Public Library has not been understood by librarians in other institutions. Before describing some of the individual services and departments of the Dallas Public Library, we feel we should bring to bear some of the statistics from the 1968-69 report of the Dallas Public Library System, At Your Service.[*] Based on a 1969 population estimate of 910,000 for the City of Dallas, the Dallas Public Library received $3.30 per capita in operating funds from the City. The total of operating funds received from the City of Dallas was $3,005,517 in fiscal year 1968-69. This is low as compared to the standards developed by Joseph L. Wheeler in Library Journal, February 1, 1970,[†] when he cites $4.90 in per capita costs for libraries serving 500,000. The October, 1969 issue of Just Between Ourselves* recommends a per capita operating budget of $5.91 for library systems serving a population of 1,000,000.

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[*] Dallas Public Library System, "At Your Service...," 1968-69 Annual Report

[†] Wheeler, Joseph, "What Good are Library Standards?", Library Journal, Vol. 95, No. 3, February 1, 1970, p. 458.

We believe it is important for Dallas residents as well as librarians throughout the state to recognize that Dallas Public Library has been and continues to be successful and efficient in serving the people of Dallas.

Based on the same annual report we have developed some other per capita figures which are of interest. DPL reports their book holdings as 1,047,097, or 1.1 volumes per capita. Mr. Wheeler reports 1.5 volumes per capita for libraries serving 500,000, so Dallas would compare favorably on this score; the larger population served, the smaller the acceptable per capita volume count. Dallas circulation of 3,579,358 books would be equivalent to four per capita in comparison to six per capita reported by Mr. Wheeler. Reference inquiries at Dallas Public Library in 1968 are reported by Mr. Wheeler "...[DPL] handled 1.3 reference questions per capita. This is a high figure, especially for a library which only fifteen years ago was in the doldrums, and was then ill-prepared to handle reference service at all."** The 1969 per capita reference query would approximate 1.1 in Dallas which is still high in comparison to other public libraries. This is one statistic which we believe is not valid unless an agreed-upon routine for tallying reference inquiries has been established. This is not currently the case in libraries or even among librarians in the same institution.

So it appears evident that the Dallas Public Library with a staff in full-time equivalents of 366.5 (including maintenance staff) did not have the recommended standard of one full-time person for each 2,500 population, excluding maintenance staff or 364 staff members. No attempt has been made to break this figure down into professional, subprofessionals, clerks and the like. Suffice it to say that there is not an excess of personnel in relation to the population to be served.

The central building of the Dallas Public Library is located on the fringe of the main shopping district of downtown Dallas. The building is about fifteen years old and combines both reference and circulation service in separate subject departments. There is flexibility in expanding or limiting certain

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[*] "Cost of services which meet minimum standards for public library systems in 1969," Just Between Ourselves, Vol. 8, No. 3, October 1969, p. 4.

[**] Wheeler, J. L., op. cit., p. 458.

departments because built-in supporting walls were eliminated in a good portion of the building. The building is attractive, but crowded in certain areas. Lack of office-work space for public service staff and sufficient space for individual study or research is quite evident. According to a count made in the fall of 1969, the seating capacity at the Central Library for the public is 359, broken down in the following manner:

Tables for groups (individual seats)	258
Individual study tables	53
Informal seating	48
	359

Although no public library should approximate a study hall and although the branch libraries in Dallas can provide for their patrons, it still seems necessary to increase the total seating capacity at the Dallas Public Library for reading and studying. An estimate of over 500 seats as a minimum would be more in keeping with the number of individuals using the library every day.

A. ORGANIZATION

The Dallas Public Library is a municipal department within the city's governmental structure. A Board of Trustees, composed of nine members appointed by the City Council, serves as the governing board. The Trustees contribute their time and abilities freely, in support of the Library and its activities. The Board acts upon recommendations made by the Director, and participates in the development of long-term policy and goals for the Dallas Public Library. The Board serves as the administrative unit for transmission of official requests to the City Council.

Dallas has been most fortunate with a city government and a Board of Trustees, both receptive to the development of new Library programs and services. Along with this, experimental or pilot programs, exhibits, additions to the rare book collection, and similar projects have been funded by the Friends of the Dallas Public Library. The Friends Group in Dallas has been very active and has provided the financial means to support certain activities. The Friends have also assisted in the planning of programs, served as guides for special exhibits and as hosts and hostesses for library sponsored activities.

The combination of an interested city government, an active Board of Trustees and a concerned Friends Group has provided the Dallas Public Library with support not frequently evident in similar library situations.

The Dallas Public Library consists of the Central Library, 12 branches, and four bookmobiles, serving a geographic area of 254 square miles. The chief administrative officer is the Director, who is responsible to the Board of Trustees. The Associate Director of Public Services also serves as Deputy Director in the Director's absence. The Associate Director of Management Services is responsible for the business operations of the library. These titles are typical of those found in most large public libraries.

It is at the next level of operation that Dallas Public Library is found to have a more unique organizational structure. There is a Chief of Branch Services and a Chief of Technical Services, but there was no Chief of the Central Library Services until the position was recently approved. The Chief of Branches is responsible for coordinating and developing branch programs, services, and schedules. He has been active in identifying locations for new branches and in planning for the inauguration of service in unserved communities within the City of Dallas. The Chief of Technical Services is responsible for the acquisition, cataloging, and processing of material, for basic repairs, for all library agencies -- Central, branches and bookmobiles -- and the maintenance of binding records. The Library's materials budget has increased in recent years and the addition of the Library Services and Construction Act Grant (LSCA), used in large measure to add to the collection, has substantially increased the work in this department. Automation is needed and will involve an analysis of present operations in relation to the total program and to the application of electronic data processing (EDP) in circulation, serials, and in the production of bibliographic tools.

Between the Chief of Branches and the Chief of Technical Services there are a group of positions with staff rather than line responsibilities. These include personnel, public relations, those in charge of exhibits, and those involved in programs and in materials selection for different groups. The Materials Coordinator is primarily responsible for identifying subject collections in libraries and other institutions in the area and for the expenditure of the LSCA grant to build needed resources in the Dallas Public Library. His main concern has been that of identifying resources in academic institutions and then trying to determine areas in which the Dallas Public Library should concentrate in building its collection. He has worked closely with subject specialists in the individual departments in the building of collections. We strongly recommend that in the next two years at least half of his efforts should be expended in working with the public libraries in the MRC area. Both phase of the program -- academic institutions and public libraries -- are important and require attention. The grant which is received by the Dallas Public Library is an LSCA Title I grant -- Public Library Service, and we believe more activity should be focused on the MRC area public libraries and more attention should be paid to their needs for materials.

The Adult, Children's and Young Adult Coordinators work with the Materials Coordinator but do not report directly to him. The Coordinators are responsible for the selection of materials in their group and the maintenance of the collection for their individual service areas. They conduct book meetings, prepare replacement lists and coordinate purchasing for the Central Library and the branches, develop book lists on specific topics, and supervise the expenditure of materials funds by agency. The selection of materials involves staff with appropriate backgrounds from Central Departments as well as branch staff members, who are familiar with their individual communities. The Coordinators serve the Chief of Branches and individual department heads or branch librarians in an advisory capacity.

About two years ago the position of Community Education Coordinator was established, in order to provide direct and continuing relationships with the community and many of the existing organizations. The activities of the Coordinator have covered a wide range from contact with local radio and TV stations to the preparation of a very effective audio-visual introduction for a program on drugs. Reading lists have been prepared to supplement those programs sponsored by the library or by community organizations. With the establishment of this position, the Dallas Public Library reaffirmed its commitment to participate actively in community life and to make the library and its services known.

A staff has been appointed to work on specific phases of the program developed by the Community Education Coordinator. This staff includes an Institutional Services Librarian, a Literacy Librarian, and a recently-appointed Continuing Education Librarian. The titles of these positions are sufficient to identify future services and development as planned at this time.

The Central Library has ten subject departments or service areas. These are Audiovisual, Children's, Community Living, Fine Arts, General Reference, Literature and History, Popular Library, Science and Industry, Texas Local History and Genealogy, and Young Adults. These departments are typical of those found in a large public library, although their titles might not be exactly the same. For example, Community Living is the equivalent of Social Sciences in other libraries. Literature and History also includes Biography. Government documents are in Science and Industry as are also the business services.

The Central Library with its Popular Library serves as a community or branch library for many users. The Popular Library is located on the first floor near the front of the building and is easily accessible to all who are interested.

The other departments basically combine reference and reader advisory services. The staff members in each department answer questions or provide information, as well as select appropriate materials for a borrower to take home. The Texas Local History and Genealogy and General Reference Departments are basically reference or information services. Service in all departments is given by telephone or in person; some of the departments, such as Texas Local History and Genealogy, receive many requests for information by mail.

General Reference provides a variety of services: staffing the information desk in the lobby; providing catalog information; servicing in person and telephone requests both general reference ence and informational inquiries as well as providing information from city and telephone directories; the interlibrary loan; and reference programs for the Dallas MRC area and the statewide network. During the course of this study, an interlibrary loan librarian was assigned to this department. Previously this activity was handled by a very capable assistant in the department who to many librarians in Size II libraries embodied the whole Dallas Public Library. In Chapter V, in discussing the present MRC program and our recommendations for the future, we will describe more fully the present ILL operation in the Dallas Public Library.

All of the departments have participated to some extent in the MRC program. For example, books, periodical articles, and information have been supplied by the subject departments, with proportionately fewer from the Children's Department as compared to the number submitted by Science and Industry and Community Living. Restrictions on the circulation of audiovisual materials have limited them to individuals having a Dallas Public Library card and to school and public libraries with film memberships. Again, much of the material in the Texas Local History and Genealogy Department does not circulate, so the involvement of the Department in the MRC program would be limited to reference questions which could be answered relatively quickly. Long research assignments and/or genealogical searching could not be undertaken.

The Dallas Public Library does have a small Rare Book or Special Collections Room. Unlike other libraries of the same size, no concentrated effort has been made to acquire special collections or rare books. This activity has been left to the academic and special libraries in the area. As a result, the Dallas Public Library has been able to concentrate on providing materials and services to Dallas residents. The acquisition of materials for the Rare Book Room has been a project of the Friends Group and is considered a part of the long-range development program of the Dallas Public Library.

B. BRANCHES AND BOOKMOBILE SERVICE

The 12 branches and 4 bookmobiles operating out of individual branches provide basic library services to community residents. Through a request system, the branch patrons have access to circulating material at the Central Building. Materials are ordered, cataloged, processed at the Central Library, and then delivered to the branches. The newer branches all have meeting rooms for community activities, as well as library programs. Programs for the adults in the community were more evident in the Dallas branches than in some other community branches. Branch programs in other communities frequently appear to consist of pre-school story hours, children's film programs, summer reading programs and the like, with little, if any, programming on the adult level. The Dallas branches are free and are encouraged to develop or sponsor programs suitable for their communities. Successful programs are shared with other branches and the Community Education Coordinator is assisting in the preparation of these programs.

Materials in the branches are varied, with special books, periodicals, large print books, paperbacks, cassette tapes, and other items at an individual branch, such as the College Information Center at the Hampton-Illinois Branch. Copying machines have been installed at the larger branches, and equipment is available for film showings.

The branches request materials through the office at the Central Library. Although branch librarians do meet with Central Department specialists at book selection meetings and although a real effort has been made to have both branch and central staff members serve on committees pertaining to library activities, there is a lack of communication between the branches and Central Departments concerning the location of reference information for a branch patron. This becomes an important aspect of the operation of the Dallas Public Library when we discuss the MRC program and its implementation. This lack of interchange is not unique to the Dallas Public Library. It is found in varying degrees in public library systems throughout the country.

The use of a bookmobile as a Showmobile for children's programs during the summer of 1968 was an interesting experiment sponsored by the Friends. In 1969 it was repeated and is on the schedule for 1970 funded through the Dallas Public Library operating budget. Once the youngsters had gone back to school, the Showmobile was converted for use by the adult community, especially the disadvantaged, and is known as the Learning Scene. The bookmobile was stocked with paperbacks, how-to-do-it books, high school equivalency exams, easy reading material of interest to adults, and other appropriate materials. This type of service will be offered again next year, and it is hoped that it can be a continuing program.

C. STAFF

We have commented on the fact that in proportion to recommended staff for the population to be served that the Dallas Public Library has less than the number recommended. This is based on the estimated population for the City of Dallas and does not allow for the fact that Dallas Public Library provides certain free services to Dallas County residents. These services include free library cards, loaning of materials and in-house use of noncirculating materials. Although the Dallas County Public Library and individual municipalities in Dallas County support public libraries, many nonresidents use the Dallas Public Library. Moreover, we cannot use the total population of Dallas County for estimating staff size, but some adjustment should be made in order to identify recommended staff size.

Individual staff members were enthusiastic and imaginative in their view of the future of the Dallas Public Library. Staff members participate in planning and programming, as individuals and in committees. Examples include: the study made of technical processing in the Dallas Public Library; the plans made to identify the application of automation in the Dallas Public Library; and the development of basic book lists for the branch collections, involving both branch and central subject specialists.

Professional activities of individual staff members range from active participation in the Dallas County Library Association to President-elect of the American Library Association. On the national and state and local levels, the staff of the Dallas Public Library has contributed time and talent in developing programs, working on committees and actively promoting library service. As Dallas is to be the site of the ALA Annual Meeting in 1971, the staff is already working to make this a successful program.

Most of the staff members we contacted were concerned about the future of public library service and the Dallas Public Library. Many of them wanted to effect changes more quickly than was feasible for most institutions. This library is no exception. Criticisms of DPL were typical of those voiced by library users throughout the country. The staff members expressed concern about the relative value of policy -- the traditional library where people must come for material or information versus the capability of the library to bring information, materials, and services to the individual. In general, they were aware of the need to establish priorities, due to the lack of funds and staff to sponsor all possible services. Some of them were not convinced that the priorities which were in effect for the past few years should be continued indefinitely, but all of them agreed that there should be a reevaluation of the library and its place in the community.

The area of concern for this report (the Dallas Public Library as a Major Resource Center) was not considered a high priority item by most of the staff. The prevalent attitude was that the Dallas Public Library existed to serve the people of Dallas and that until quality library service was available to all the people of Dallas, the library should not attempt to serve those outside the Dallas city limits. This attitude is typical of staff members in a large library having regional service responsibilities. The competition for materials and staff is great in libraries which do not have adequate space or funds to accommodate present or adequate new services. The prevalent staff attitude at Dallas as well as at other medium and large libraries throughout the country, is evident in the reluctance to loan material to another library because it might be needed by a local resident taxpayer. On the other hand, the observation is made that if one resident took the material home, it would not be available to the next resident who asked for it.

The major obstacle in extending service on a regional or network basis is probably staff attitude at the headquarters or central library, and at the participating libraries. This same syndrome is repeated in any analysis of central and branch relationships in an individual city library system. The change must become evident at all staff levels -- from the governing board and top administrator to the shipping clerk; an educational program must be instituted to point out the responsibilities of a large library. At the same time, the central or headquarters library must be compensated for services to other libraries, through federal or state funds and/or a system of contracts with local communities with or without libraries. The administration and staff must be aware that a grant requires service, as well as the opportunity to develop their collection to meet demands.

D. BUILDING

The present Dallas Public Library building has almost reached its capacity for services, materials, and staff. During the course of this study, physical changes were made to provide office space for certain staff members, to relocate the information service for telephone and city directories, and to provide an office-work area for the MRC program. These changes are among the last major changes which can be made in the building to accommodate vital activities.

This building cannot continue to meet the demands made upon it -- to store more and varied materials, to provide space for new programs and services as well as staff office and work areas, to provide the facilities needed for the application of the new technology, and probably to allow for the reorganization of the present subject areas or service areas within the central building.

Although stack areas in certain departments appear to have reached capacity, relocation of certain materials could probably be accomplished, to relieve the situation for a short period of time. Some long-term planning must be instituted in the fairly near future.

In addition to the overcrowded stacks, the lack of adequate seating facilities must be carefully investigated. More work-study space should be available for independent work, not only for the student but also for the business or professional person. Just as we do not believe the library should be a study hall, at the same time we do not believe it should be an office area for business or professional people.

We have not attempted a detailed analysis of the operations, services, and programs of the Dallas Public Library. We recognize that individual departments are offering more services than we have identified, but we are interested in establishing the Dallas Public Library as an active community institution. To accomplish this, it is necessary to determine the services, programs, and materials which can be developed, or those currently in existence which can be made available to the public libraries in the MRC area. Our recommendations for the Dallas MRC area program will contain suggestions for the organization and funding of specific programs as well as suggestions for the continued operation of the statewide interlibrary loan program. Recommendations pertaining to the internal operation of the Dallas Public Library will be limited to those pertaining directly to the MRC program. We feel confident that the administrative staff of the Dallas Public Library recognizes the need for change and is continually implementing programs and services which require adjustments in the staffing patterns, financial allocations, and materials development.

III. PUBLIC LIBRARIES IN DALLAS MAJOR RESOURCE AREA

The Dallas Major Resource Center (MRC) area encompasses 36 counties in Northeast Texas (Figure 5) which have a total of 55 public libraries. The Texas State Library has designated libraries by size groups in each of the MRC's. Table 10 shows the makeup of the MRC by size libraries plus noting the number of questionnaires returned and the number of libraries visited.

Table 10

SIZE DISTRIBUTION OF MRC LIBRARIES

	Number	Questionnaire Return	Visited
Size I - Major Resource Center	1		1
Size II - (25,000-99,999 pop.)	13	12	6
Size IIIA (10,000-24,999 population)	19	18	2
Size IIIB (less than 10,000 population)	22	6	1
Total	55	46	10

We have already described our findings pertaining to the Dallas Public Library in Chapter II. In this chapter, we will concentrate on the other public libraries in the MRC area. Including the Dallas Public Library and three of its branches, we were able to visit 13 public libraries in the MRC area (Appendix A). Although we could not visit all of the public libraries in this area, 45 of them responded to our questionnaire (Appendix B). We will describe these libraries on the basis of our visits, our analysis of the questionnaire returns, and background material supplied to us by the Texas State Library and other agencies. Other agencies visited or individuals interviewed are identified in Appendix C.

A. LIBRARY SIZE AND SERVICE PATTERNS

The libraries in the area vary from small one-man operations to relatively large libraries as compared to the size of community. A number of them exist in inadequate physical facilities and operate with substantially less financial support

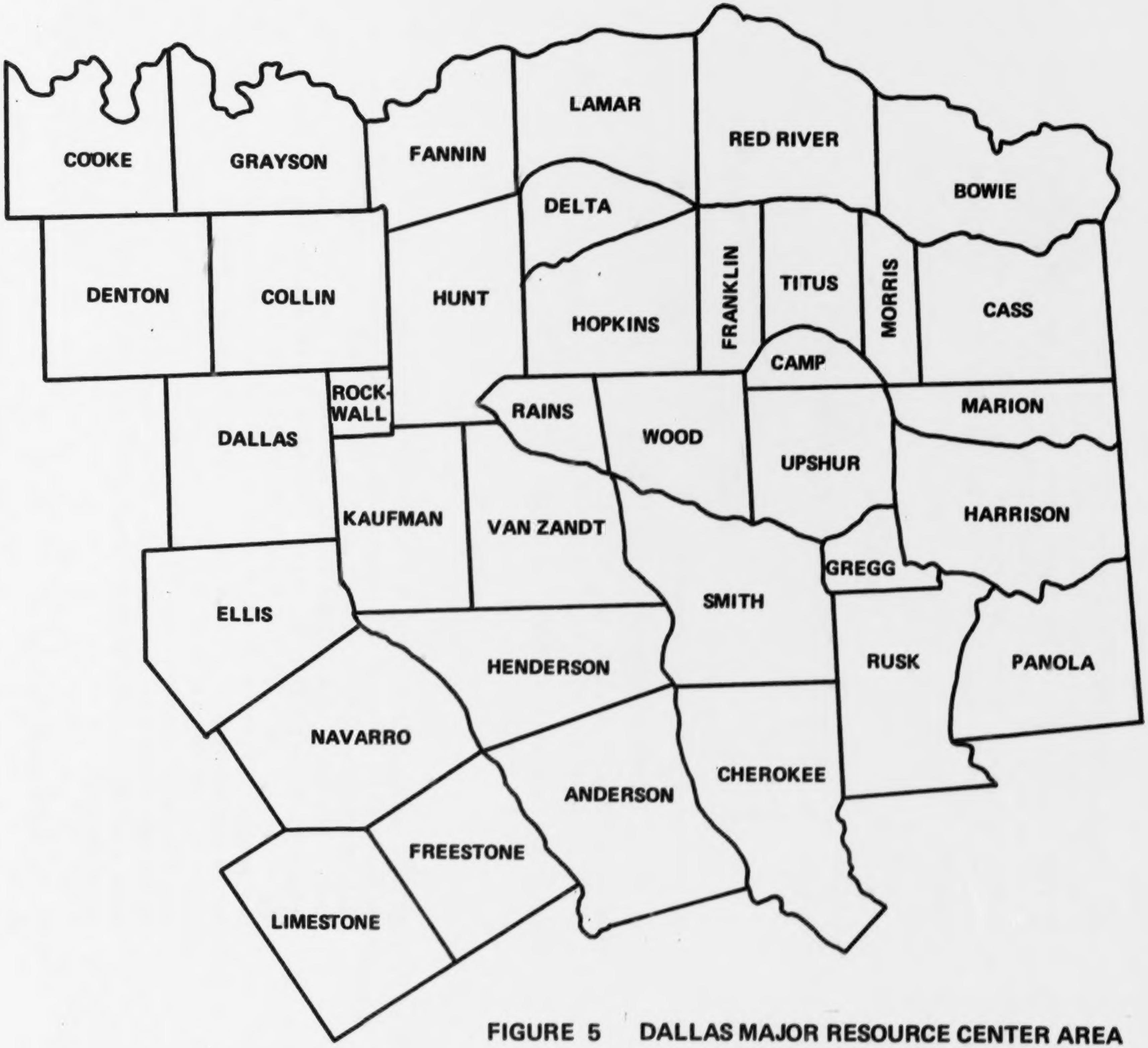
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DELTA
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
ROCK-WALL
RAINS
WOOD
MARION
DALLAS
UPSHUR
KAUFMAN
VAN ZANDT
HARRISON
GREGG
ELLIS
SMITH
HENDERSON
RUSK
PANOLA
NAVARRO
CHEROKEE
ANDERSON
FREESTONE
LIMESTONE

FIGURE 5 DALLAS MAJOR RESOURCE CENTER AREA

than would be considered ample under any standards. The lack of professional librarians in many of these libraries is understandable, while the concern evidenced in providing service is admirable in some cases. Lack of financial support has severely limited the growth of collections and, as a result some libraries have collections desperately in need of evaluation and reorganization.

The Size II libraries have taken on the responsibility for providing service to some Size IIIA and IIIB libraries. All libraries which qualified under the Texas State Plan as Size II libraries were eligible to make arrangements with Size III libraries. This has resulted in some unusual geographic patterns of service which have not always seemed to strengthen the network concept. For example, Denison serves libraries in Cooke, Fannin, and Grayson Counties; Sherman, in the same county as Denison, serves libraries in Colin and Hunt Counties. Richardson serves libraries in Colin, Ellis, and Navarro Counties with Richardson located on the north side of Dallas County and both Ellis and Navarro Counties south of Dallas County. (Figure 6)

The Size II libraries which have contracted to provide service to Size IIIA and B libraries have developed different ways of fulfilling their responsibilities. All of them have served as a first resource for interlibrary loans (ILL) or for basic reference materials. If unable to fill the request, they have attempted to locate the requested material or information from the Dallas Public Library or another library in the area. Although this might not be apparent to those handling the interlibrary loan program at a central library, librarians have to be trained to use the facilities made available to them by other libraries. This phase of the program has been sadly neglected by most librarians in the Size I and II libraries. Few of the librarians in the smaller libraries have had any direct contact with the library or librarian in the appropriate Size II library. One exception to this was the annual visit to Size IIIA and B libraries made by the librarian of the Denison Public Library. He evaluated in writing the individual libraries and tried to develop some guidelines for their future development. Other librarians admitted they had not visited the Size III libraries, but stated that they intended to do so.

Just as a representative of the MRC library should visit each of the Size II libraries to discuss programs, plans and the relationships of the MRC to the individual library, so should representatives of the Size II libraries visit the appropriate Size III libraries, and provide similar services.

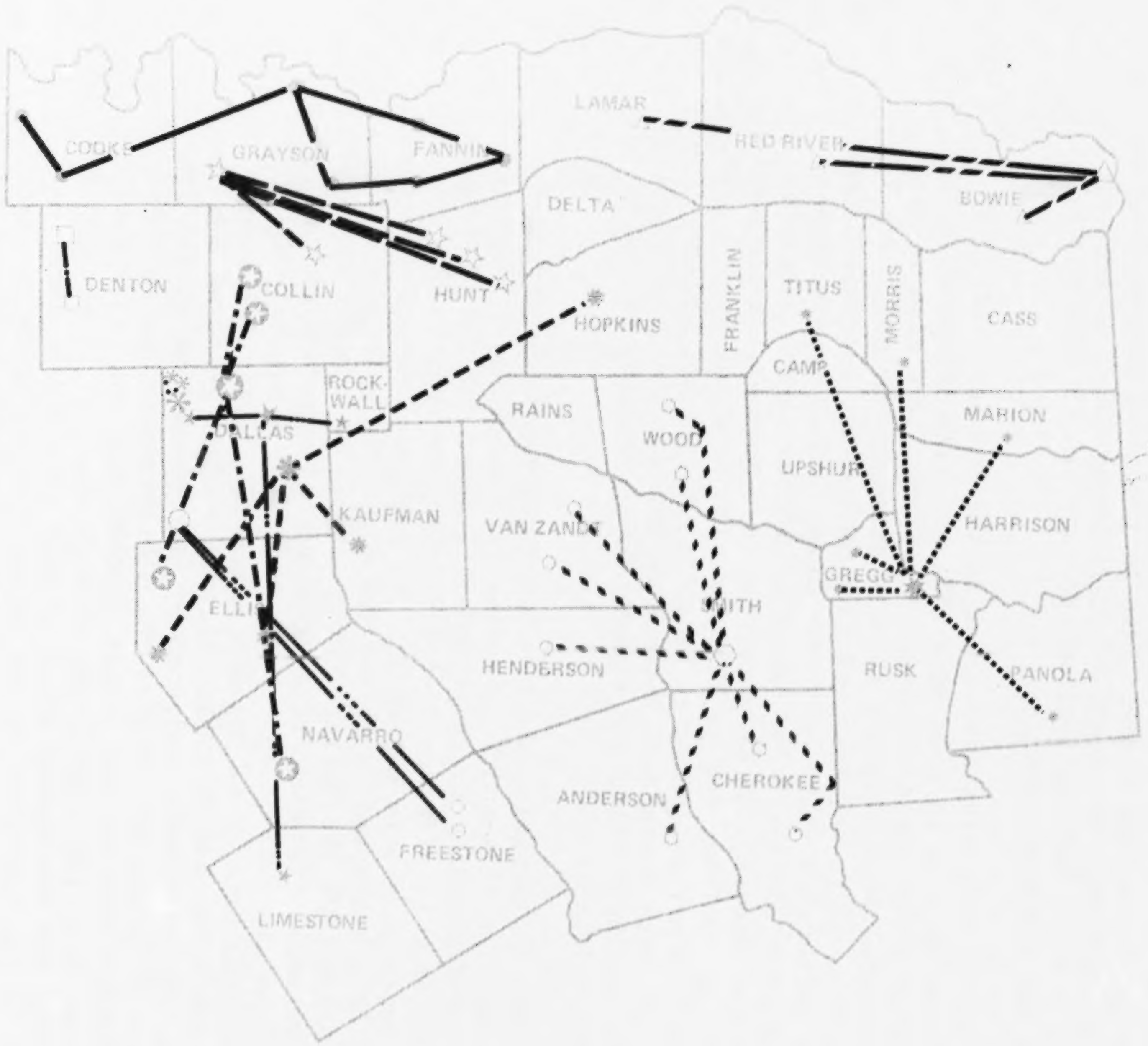
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
DELTA
DENTON
COLLIN
HUNT
HOPKINS
FRANKLIN
TITUS
MORRIS
CASS
CAMP
ROCK-WALL
DALLAS
RAINS
WOOD
UPSHUR
MARION
KAUFMAN
VAN ZANDT
HARRISON
GREGG
SMITH
ELLIS
HENDERSON
RUSK
PANOLA
NAVARRO
ANDERSON
CHEROKEE
FREESTONE
LIMESTONE

FIGURE 6 SIZE II LIBRARIES AND IIIA & B LIBRARIES SERVED

Some tabulations from the questionnaire present a description of the libraries. In Table 11, we have grouped those tabulations by size of library as Size II, Size IIIA and Size IIIB in order to make them more applicable.

B. SUBJECT STRENGTHS AND ACQUISITIONS

It is interesting to note that a total of 27 libraries reported their collections had no special subject strengths including five Size II libraries.

Table 11

SUBJECT STRENGTHS IN INDIVIDUAL LIBRARIES

	Size II	Size IIIA	Size IIIB
None	5	11	11
Railroad history	1		
Civil War history	1	1	
Biography	1		
Roses	1		
Texas history	2	1	2
Documents on international law			1
English and American criticism	1		
Genealogy	1	1	
Literature	1	English 2	2
Presidential papers			2
Reference	1		
History		1	
Local history		1	
Religion			1

These libraries will need to build their basic collections before subject strengths can be considered. It is quite surprising that only five libraries reported subject strength in Texas history and only one in local history. Generally these areas are recognized as strong points in many small collections. Also, none of the libraries mentioned their periodical collection as being an important aspect of their collection. Table 12 indicates the number of titles acquired by responding libraries in the last fiscal year. The small numbers of acquisitions reported implies the need for these libraries to develop their collections.

Table 12

ACQUISITIONS

	Size II	Size IIIA	Size IIIB
0-500		1	5
0-1000	1	2	6
1001-2000	1	10	4
2001-3000	3	2	
3001-4000	3		
4001-5000	2	1	

Three libraries reported obtaining between 4001 - 5000 titles, while six libraries reported purchasing less than 500 titles. The Area Libraries (Size II) had five libraries reporting acquisition of less than 3000 titles. When compared to the total publication of new titles, now amounting to over 25,000 in a given year, this is a small number for libraries expecting to provide service to other libraries. Because of patron demand and the use of standard selection tools by most librarians, the duplication of titles is estimated at 80% of all the titles purchased. In other words, no more than 20% of the titles purchased are unique to a single library and 80% of the titles are duplicated in one or more of the libraries purchasing less than 3000 titles. Two of the Size II libraries were unable to report on the number of titles acquired. The Size IIIA library which reported acquisition of over 4000 titles last year has a total collection of approximately 17,000 books. It is probable that this number refers to volumes rather than titles, as this fact was noted by several librarians on their questionnaire. Traditionally, libraries have kept track of acquisitions and discards by volume, not by title. The present trend is to keep a record of titles acquired, and we expect this will become prevalent even in the smallest libraries.

We did not provide lists to be checked in subject areas, nor did we attempt to evaluate collections in the libraries which were visited. We did include a list of basic reference books to be checked by the individual libraries. We recognize that no list can be all-inclusive; although other titles were reported by individual libraries, we are not including these in our total.

B. REFERENCE BOOKS

Table 13 indicates by title the number of reference books owned by the reporting libraries, grouped as to size.

Table 13

REFERENCE BOOKS

The following libraries reported owning the titles as shown.

	Size II	IIIA	IIIB	Total
Books in Print (latest edition)	10	10 latest 5 other	5 latest 2 other	32
Standard Catalog for Public Libraries	12	14	12	38
Collier's Encyclopedia	12	9	8	28
Compton's Encyclopedia	12	11	6	29
Encyclopedia Americana	12	14	10	36
Encyclopaedia Brittanica	12	15	12	39
World Book Encyclopedia	12	18	14	44
Lincoln Library of Essential Information	11	13	7	31
Encyclopedia of Philosophy (8 volumes)	7	1	1	9
Jewish Encyclopedia	4	1		5
New Catholic Encyclopedia	3		1	4
Harper's Bible Dictionary	10	5	5	20
Stevenson, B.E. - Home Book of Bible Quotations	11	11	5	27
Bulfinch's Mythology	11	16	11	38
Brown, S.M. - Business Executive's Handbook	4	4		8
Hutchinson, Lois - Standard Book for Secretaries	9	9	4	22
Scott's Postage Stamp Catalog	12	9	8	29

Coins(?)

Table 13 (con't)

	Size II	IIIA	IIIB	Total
International Encyclopedia of the Social Sciences	7	3		10
David, J.P., ed. - American Negro Reference Book	4	4		8
Information Please Almanac	12	16	8	36
Statesmen's Year Book	8	11	2	21
World Almanac	12	15	11	38
Statistical Abstract of the United States	9	6	3	18
Official Congressional Directory	10	7	3	20
United States Government Organization Manual	6	7	5	18
Robert's Rules of Order	12	17	13	42
Everyman's United Nations	3	3		6
Post, Emily - Etiquette	11	17	11	39
Vanderbilt, Amy - New Complete Book of Etiquette	11	17	14	42
Hazeltine, M.E. - Anniversaries and Holidays	10	11	5	26
American Universities and Colleges	6	7	3	16
Lovejoy's Scholarship Guide	7	7	2	16
Harper Encyclopedia of Science	8	5	1	14
Henley's Twentieth Century of Formulas	10	7	3	20
Helen Corbitt's Cookbook	11	12	7	30
Rombauer, Irma - Joy of Cooking	10	14	4	28
Taylor, Norman, ed. - Encyclopedia of Gardening	10	11	7	28
Gardner, Helen - Art through the Ages	10	8	8	26
Comstock, Helen, ed. - Concise Encyclopedia of American Antiques	6	4	4	14

Table 13 (con't)

	Size II	IIIA	IIIB	Total
Thompson, Oscar, ed. - International Cyclopedia of Music and Musicians	6	4	2	12
Oxford Companion to the Theatre	8	5	3	16
Menke, F. G. - Encyclopedia of Sports	7	11	5	23
Random House Dictionary of the English Language	9	10	6	25
Webster's Third New International Dictionary	9	13	12	34
Webster's Dictionary of Synonyms	12	12	7	31
Benet, W. R., ed - Reader's Encyclopedia	12	14	11	37
Spiller, R. E. and others - Literary History of the United States	11	9	5	25
Brewer, E. C. - Dictionary of Phrase and Fable	8	8	2	18
Stevenson, B. E. - Home Book of Quotations	11	12	6	29
Oxford Companion to Classical Literature	5	7	4	16
Columbia Lippincott Gazeteer of the World	4	2	1	7
Hammond's Medallion World Atlas	3	6		9
Shepherd, W. R. - Historical Atlas	7	7	4	18
Commager, H. S., ed. - Documents of American History	11	11	7	29
Oxford Companion to American History	9	11	2	22
Kane, J. N. - Famous First Facts	12	13	8	33
Langer, W. L. - Encyclopedia of World History	11	10	5	26

Table 13 (con't)

	Size II	IIIA	IIIB	Total
Worldmark Encyclopedia of the Nations	5	5	2	12
Concise Dictionary of American Biography	8	8	4	20
Kane, J. N. - Facts about the Presidents	10	12	7	29
Who's Who in America	12	13	7	32
Webster's Biographical Dictionary	11	13	8	32
Current Biography	11	13	5	29
Shankle, G. E. - American Nickname	11	7	1	19
Texas Almanac	12	17	15	44
Handbook of Texas	12	16	10	38
Documents of Texas History	7	7	2	16

Only four titles were shown to be held by 40 or more libraries. These were:

World Book Encyclopedia (44)
Robert's Rules of Order (42)
Vanderbilt, Amy. New Complete Book of Etiquette (42)
Texas Almanac (44)

Perhaps the biggest surprise was the fact that only 16 libraries had Documents of Texas History in their collection. This title would appear to be a standard holding in all public libraries in Texas, but only seven of the twelve Size II libraries which answered the questionnaire reported it in their collection.

In the User Study (Chapter IV), we comment on the lack of government documents or their current issues in a number of the libraries participating in that phase of the study. It can be seen from an analysis of this table that those libraries were not unique in their lack of current issues of the Statistical Abstract, the Congressional Directory, and the U. S. Government Organization Manual.

An analysis of library holdings of encyclopedias and the date or edition shows that many of the libraries have a policy of obtaining a new edition at regular intervals. We found that even though they might have one or two encyclopedias with an imprint date before 1964, they do have other encyclopedias of later dates. Of course, there are some encyclopedias which are too old to be of any value. For example, a Collier's Encyclopedia of 1938 and an Encyclopedia Britannica of 1904 are the only issues of these two titles available in one library. Later editions of other titles really do not make up for the absence of recent editions of these two titles.

There is other reference material besides encyclopedias which lose value if not kept fairly current. An example would be postage stamp catalogs. Postage stamp catalogs earlier than 1960 have an historical value but alone have little value to the novice stamp collector. Stamp catalogs are in demand in small communities as well as big cities, although their uses might differ. The large library will use a stamp catalog in reference work to identify a country or to establish a spelling, in addition to providing it for use by the collector. Obviously, the lack of funds limits the acquisition of every annual or serial title by each library every year, but some procedure should be established to encourage Size II libraries to acquire such titles on a rotating basis of three years and Size IIIA and B libraries on a rotation schedule of five years.

There were five titles which were not held by any Size IIIB library and four of these titles were held by ten libraries or less. The one title not held by a Size IIIB library but held by ten libraries was the International Encyclopedia of the Social Sciences. This is an understandable situation, because the Size IIIB libraries are serving the smallest communities and the International Encyclopedia of the Social Sciences is a new and expensive reference tool. Seven of the twelve reporting Size II libraries had the title in their collection.

A byproduct of this list is that several respondents remarked that they were going to use it as a guide for future purchases.

C. TELECOMMUNICATIONS AND INFORMATION SYSTEMS

Other information reported by respondents to the questionnaire has validity in an overall study of the library program and services. Some of this information is available in other sources, but we will report on the information supplied in the questionnaires. All twelve of the Size II libraries have telephones, but one Size IIIA and three Size IIIB libraries did not report that they had telephones. Only four libraries reported that they had access to a computer; three Size II's and one Size IIIA. The computers in these cases were not in the library, nor had any real applications of automation been instituted for library routines and procedures. However, several libraries were investigating the possibilities of computer applications.

D. STAFFING

A series of questions was devoted to staffing, educational qualifications, opportunities for library school education, and staff participation in professional/educational activities.

The answer to the question, "What are the educational qualifications of your staff?" shows the distribution of libraries represented by staff members with various educational attainments (Table 14).

Table 14

LIBRARIES REPORTING STAFF EDUCATIONAL ATTAINMENTS

	Size II	Size IIIA	Size IIIB	Totals
High School Graduates	12	15	12	39
College Graduates	7	10	4	21
4th Year Library School Degree	6	4	1	11
5th Year Library School Degree	9	4	2	15
Subject Master's Degree	1	1	2	4
Doctoral Degree	0	0	0	0

Two libraries reported that they were staffed by volunteers.

Staff members in full-time equivalents were reported by the libraries, with twelve libraries reporting from one to three professionals with a fifth year library school degree on the staff, and three reporting from four to six. Nine of the fifteen libraries reporting professionals with 5th year library school degrees are Size II libraries.

The statistics for the other categories show (Table 15):

Table 15

EMPLOYEE DISTRIBUTION

SIZE II LIBRARIES

	Staff Members			
	1 - 3	4 - 6	7 - 10	Over 10
Subprofessionals	7	2		
Clerical	4	4	2	2
Pages-Messengers	5	2	1	
Custodians[a]	6	3		
SIZE IIIA LIBRARIES	1	2	3	4 - 10
Professionals	4			
Subprofessionals	4	3	4	2
Clerical	7	3	1	1
Pages-Messengers	3	2	1	
Custodians	10			
SIZE IIIB LIBRARIES	1	2 - 3		
Professionals	2	1		
Subprofessionals	10	3		
Clerical	3			
Pages-Messengers	1			
Custodians	4			

a. Many of the libraries reported janitorial services were provided under contract from a commercial agency or are served by a central city department.

Vacancies in positions were comparatively low, with five libraries reporting single vacancies in the professional category; two of these were Size II libraries and the others were Size IIIA libraries. The number of other vacancies reported was minimal or nonexistent in most libraries.

Although eight libraries reported in-service training programs, none of them were described in detail: four of these were in Size II libraries, three in Size IIIA libraries and one in a Size IIIB library. Six Size II libraries and one each in the Size IIIA and Size IIIB categories reported that provisions were made for library school attendance. Two of the libraries allow time off with pay for attendance at library school and five provide tuition allowance. Thirty-six libraries reported that there were library schools within commuting distance, with twenty-four of these reporting that library school programs met the needs of their staff. Nine reported that the program did not meet staff needs, including five Size II libraries. One Size II library reported a staff organization, and thirty-five libraries allow for attendance at conferences, workshops and the like. Twenty-four allowed time with pay, and thirty-one reported that expenses were paid.

The number of libraries reporting how materials were ordered, cataloged, and processed is as follows:

	Size II	Size IIIA	Size IIIB	Total
In the library	10	16	16	42
By a commercial firm	1	1		2
At library-operated processing center	1			1
Combination of these	2	2		4

The library-operated processing center handles material for the branches of the Dallas County Public Library, and is located at the County Library Headquarters in Dallas. As would be expected, most of the libraries order, catalog, and process their materials. Lack of finances and a general belief that it really does not cost the library to process books because the people are already there limit the purchase of pre-processed materials.

As there is no cooperative centralized processing operation for public libraries in the MRC area, there is no other agency that is readily accessible, except commercial processing. Although our visits and questionnaire responses indicated that five libraries identified centralized processing and/or a reference center as their first choices for services to be provided by the Major Resource Center, we are not convinced of this. Our reasons will be discussed in detail in Chapter VII (recommendations and future program).

Thirty-two libraries reported that they had a procedures for handling questions which could not be answered with material in their collections. Twelve reported they referred them to the Texas State Library Network and seventeen requested information on interlibrary loan, with four libraries identifying the Dallas Public Library as their first resource.

E. PROMOTION

To promote the library in the community, an annual report is prepared and distributed to the public. Some libraries prepare them for the trustees, while other libraries will make them available to anyone who requests them. Every library reported they used newspaper publicity, while the other activities listed in the questionnaire were reported as follows (Table 16):

Table 16

PUBLICITY

	Size II	Size IIIA	Size IIIB
Brochures	6	4	2
Radio/TV Broadcasts	7	8	6
Speaking Engagements	10		
Exhibits	11	10	9
Book Lists	9	10	5

The traditional publicity approaches were used by more than half of the responding libraries and fewer of them had brochures or participated in radio/TV broadcasts. These last two items can be explained by the operation of many libraries on minimal budgets and the lack of individual community radio/TV stations in many sections of the MRC area.

In the whole area, not one library is operating a bookmobile service (except the Dallas Public Library) and only three (including the Dallas County Public Library) operate branches. The Dallas Public Library operates 12 branches in the city of Dallas. The lack of bookmobile or mail order library service in sections of the MRC area implies that certain segments of the population even in counties having libraries are unserved.

Children are permitted to reserve books in 34 of the libraries. The special programs for children were reported as follows (Table 17):

Table 17

CHILDREN'S PROGRAMS

	Size II	Size IIIA	Size IIIB	Total
Story Hours	12	17	10	39
Summer Reading Programs	12	17	15	44
Film Shows	6	1		7
Puppet Shows	4	1	2	7
Creative Dramatics	1		1	2
Exhibits of their Art Work	7	6	6	19
Other:				
Posters		1		1
Junior High Book Discussion Group		1		1
Special Topics	1			1

Summer reading programs were almost universal, and story hours for both pre-schoolers and elementary school students were standard in most libraries. Other activities were more limited, but it is interesting to note that 19 libraries made arrangements to display children's art work.

Thirteen libraries, including nine Size III libraries, made the interlibrary loan service available to elementary school students. Most of these libraries have limited resources, and to include children in any interlibrary program is a progressive step in the development of an overall library service program.

F. FINANCIAL SUPPORT

Our questionnaire asked to identify the library as municipal, country, regional or other, and also to identify the basic source of support. Categories of basic support included local taxes, state grants, federal funds and endowments. In the Size II libraries, there were eleven municipal libraries and one county library reporting, with all reporting local taxes as their basic source of support. One library identified basic support as coming from federal grants and local taxes. Of the 18 Size IIIA libraries reporting on the questionnaire, 14 were municipal libraries, three were county libraries, and one reported that it was a memorial library. Local taxes form the basis of support for 17 of these libraries with one adding state grant, two adding federal funds and two adding endowments. The Size IIIB libraries included 11 municipal, three county and five run by Friends groups. Eleven received their basic support from local taxes, two from endowments, and five from other sources, such as United Fund, Junior Service League and public contributions.

The information in Texas Public Library Statistics, 1968, prepared by the Field Services Division of the Texas State Library, provides the figures to show per capita tax support and per capita library income (Table 18). For the Size II libraries in the Dallas MRC, the per capita tax support goes from a high of $2.96, while the highest per capita library income is $3.16.

Table 18

PER CAPITA TAX SUPPORT AND LIBRARY INCOME

	Per Capita Tax Support	Per Capita Library Income
Dallas County Public Library	$ 2.96	$ 3.16
Denison	1.01	1.39
Denton		*
Garland	1.34	1.34
Grand Prairie	.99	.99
Henderson	.87	.87
Irving	1.24	1.24
Longview	.96	.96
Mesquite	1.50	1.50
Richardson	2.57	2.63
Sherman	1.07	1.07
Texarkana	.88	1.11
Tyler	.96	.96

Source: Texas Public Library Statistics, 1968

The Dallas County Public Library, it must be noted, is operating twelve branches, plus an administrative headquarters

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*Not reported in Texas Public Statistics for 1968, p. 11.

unit. Although it might appear to be supported at a substantially higher level than most of the other libraries listed, none of the other libraries are operating more than one branch. As a result, there are some basic costs for each branch which would be repeated twelve times and would, therefore, lessen the effectiveness of the per capita income as reported.

At the same time, it is quite obvious that none of the libraries are anywhere close to meeting the recommended per capita support of $5.00. To further complicate the matter, most of these libraries have agreed to provide service to smaller libraries in the MRC area. In many cases, they are hard-pressed to provide quality service to their local users.

The picture is not any brighter when one examines the Size IIIA and B libraries with their per capita tax support and per capita local support. Without listing all of these libraries, we will point out that in the Size IIIA libraries, per capita tax support and per capita local support was over $2.00 in each category in only two libraries (Highland Park and Kilgore). In none of the other libraries was the per capita tax support or local support over $1.50.

The Size IIIB communities include three (Fairfield, Italy, Honey Grove) with per capita local income over $2.00, but only one of these has any local tax support (Fairfield). Again, none of the other Size IIIB communities had a per capita local support level above $1.50.

Size IIIA libraries serve communities with populations of 25,000 or less and Size IIIB libraries serve communities of 10,000 or less. General standards of support have provided for higher per capita support levels in communities in the lowest population groups. As a result, per capita support levels would have to be increased substantially in most communities in the Dallas MRC area in order to provide "quality" library service. At the same time, it must be recognized that most of these communities could not support the ideal service program by local taxation without a cooperative service system in the area. Many of the communities are too small; and, therefore, some provisions for sharing services in subregional areas within the MRC area should be implemented not only between Size II libraries and the Size IIIA and B libraries, but among Size II libraries and even the Size III libraries. For example, a small library could have an excellent storyteller who might be able to visit other libraries and tell stories, while someone in the other library might have some artistic talent that could be used by the storyteller's library. Not every library can afford to have all the special services which a large metropolitan library should provide, but in many cases these services can be provided by a cooperative program.

IV. USER STUDY

A user study was conducted in ten libraries of the MRC area, including the Dallas Public Library. A list of the participating libraries and a sample of the questionnaire which was distributed appear in Appendix D. We distributed 3200 questionnaires and received 2142 completed and usable ones for the study. The communities and the number of returns were:

Dallas (Central Library)	675
Denison	300
Richardson	259
Garland	242
Waxahachie	197
Sherman	142
Paris	134
Longview	125
Commerce	40
Tyler	21
	2,142

The questionnaires for the Dallas Public Library were distributed at the Central Library only, as similar questionnaires had been distributed at the branches within the past year. The analysis of the branch questionnaires was not completed in time for inclusion in this study. As a result, the findings from Dallas vary from those generally reported.

A. USER CHARACTERISTICS

Responses from Dallas Public Library users showed 55.7% of them to be men. The only other library which had more than 40% response from male users was Paris, with 41.04%. The average from all the other libraries, including Paris, was 29.243% male users. Female users ranged from a low of 58.20% in Paris to a high of 82.5% in Commerce, with an average of 70.34%. Dallas Public Library Central building had only 42.37% female respondents. In both the Dallas Central Library and the independent libraries participating in the user survey, the largest percentage of individuals using the library was in the 21-45 age group -- 46.81% in Dallas and 44.03% in the other libraries.

The Dallas Central Library respondents included a larger percentage (32.88%) of college graduates than did respondendents from community libraries (23.51%). The percentage of respondents who had completed graduate school were also higher for the Dallas Central Library (23.51%) than for the community libraries (15.25%). Persons whose education was completed with high school graduation accounted for 30.51% of the Dallas respondents and 38.58% of those in the community libraries.

Basically these statistics support the findings of other user studies, in which the largest group of library users have been identified as females between the ages of 21 and 45 who have some college education.

B. WHEN AND HOW USERS COME TO THE LIBRARY

Dallas was the only community where the most popular time for the respondents to visit the library was not between one and six p.m. Dallas respondents were almost evenly divided on this, but the number of individuals who said they usually went to the library between nine and one was six larger than the number reporting one to six. The morning hours were second in popularity except in Garland and Denison, where evening hours were more popular than morning hours. Just over 25% of the respondents in Dallas and 21.33% of the other respondents reported there was no particular time in which they usually visited the library.

Only in Dallas did public transportation play a noticeable part in transporting people to and from the library. This is undoubtedly because of the location of the library on the fringe of the downtown area and because a number of busses stop right outside the front door of the library. At the Dallas Central Library 15.7% of the respondents used public transportation. The total percentage for all the other respondents was only 0.68%. None of the respondents from Richardson, Tyler, and Commerce used public transportation, as public transportation is practically nonexistent in those communities. Even for the Dallas Central Library, 54.96% of all respondents used private automobiles for transportation. For the community libraries, 82.82% of the respondents used private automobiles. The percentage of individuals who walked to the library was higher at the Dallas Central (18.96%) than in all the community libraries (9.61%). This is probably accounted for by respondents who go to the library from their place of business -- 22.96% for the Dallas Central Library and 6.68% for the community libraries. By far, the largest group of respondents in both categories went to the library from home; at the Dallas Central Library, 57.48% of the respondents came from home, while in the community libraries 67.68% of the respondents came from home.

We believe that the Dallas Public Library branches probably resemble the community libraries more than the Dallas Central Library with respect to use of public transportation and the tendency to go to the library from work.

Only 8.24% of the respondents in the community libraries said they visit the library on the way from school, and at the Dallas Central Library the percentage was even lower -- 6.51%. More of the respondents came to the library alone than with other people. At the Dallas Central Library, 66.22% of the respondents tended to visit the library alone, while in the community libraries 42.67% of the respondents did so.

A total of 247 individuals other than the ones who filled out the questionnaire at the Dallas Public Library reported using the Dallas Public Library some of the time in person; 36 used it by telephone and 158 used it through their local public libraries.

C. REASONS FOR USING THE LIBRARY

Respondents from both Dallas and the other libraries identified reference as the main reason for using the library. The percentage for Dallas was 38.59% and that for other libraries was 35.82%. The other most important reason was, of course, to borrow material -- 33.93% for the community libraries and 28.24% for Dallas. The other reasons identified were:

	Dallas	Other Libraries
Browsing	23.75%	24.65%
Telephone service	5.43	1.93
Meeting rooms	0.94	0.64
Special programs	3.04	3.01

The differences were not as great as one might have expected.

After receiving the user questionnaires, we checked the reference holdings of the individual libraries as reported on the questionnaires distributed to libraries. Of the 67 titles listed on the questionnaire, the responding libraries had from 37 to 64 in their collections. The library with the highest percentage of users reporting reference service as the reason for visiting the library ranked fourth in the number of titles on the reference list in its collection.

Three government documents were on the reference list: Statistical Abstract of the United States, Official Congressional Directory, and United States Government Organizational Manual.

Only two of the nine libraries reported having the 1969 edition of Statistical Abstract, two others had 1968, one each had 1967, 1966, and 1959, while two libraries did not have it in their collections. Four libraries had the 1969 edition of Congressional Directory, two had 1966, one each 1964 and 1962, and one did not have it in their collection. The United States Government Organizational Manual for 1968/69 was held by five libraries, one had the 1964/65 edition, and three libraries did not own the title. We are citing these titles specifically because they are comparatively inexpensive and contain a wealth of information, both factual and descriptive. They are available from the Government Printing Office in Washington, D. C., and in some cases the local congressman might be able to supply a library with a gift copy, if requested.

One other title is worth commenting on: Worldmark Encyclopedia of Nations. This is a fairly expensive but comprehensive survey of the nations of the world, including the new nations in Africa and Asia. Five of the nine libraries do not own this title and two of the others reported they own the 1960 edition. This was the first edition; at the time of the distribution of our questionnaire a third revised edition published in 1967 was available.

No attempt was made to judge the quality of the reference service insofar as the users were concerned, but given the user emphasis on reference service, reference collections should be updated, not only in the nine libraries participating in the user questionnaire but in all other libraries, and a basic collection should be available in all libraries.

D. OTHER SERVICES DESIRED

The questionnaire contained a list of services which the library might offer, and the respondents were asked to identify the ones they would like to have in their libraries. Table 19 lists the services, with percentage of respondents requesting them.

Table 19

LIBRARY SERVICES DESIRED BY RESPONDENTS TO USER QUESTIONNAIRE

	Dallas Central Library	Community Libraries
Film Programs	16.83%	13.83%
Book Reviews	13.54%	15.39%
Art Demonstrations	13.08%	15.39%
Lectures, Discussions	11.01%	7.18%
Reading Instruction	9.71%	7.24%
Work Discussions	9.02%	9.48%
Creative Dramatics	8.41%	13.27%
Great Books Program	7.88%	8.52%
Photography Contests	6.56%	5.22%
Parent-Teacher Seminars	3.82%	4.47%

Over 14% of the respondents in Denison, Richardson, Garland, and Sherman identified film programs as one of the services they would like to have offered by the library. In all of the community libraries, more than 14% of the respondents wanted book reviews as a service. These percentages ranged from a high of 21.05 in Commerce to a low of 14.46 in Waxahachie. The only service which was not selected by at least some respondents in every library was reading instruction. None of the respondents in Commerce selected this service. It is interesting to note that 9.71% of the respondendents at the Dallas Central Library selected reading instruction in comparison to 7.24% of the respondents in the community libraries. The reading instruction wanted by the respondendents in the Dallas Central Library could mean either of two types -- improved reading techniques for students and professionals or basic reading instruction for the educationally disadvantaged.

E. READING INTERESTS

Reported reading interests of respondents from the community libraries showed the expected interest in current best sellers and fiction -- 8.14% and 8.9% respectively. The percentage at the Dallas Central Library was smaller -- 6.29% for current best sellers and 6.33% for fiction. In the community libraries, just under 6% of the respondents identified magazines as a reading interest, while 6.21% of the respondents at the Dallas Central Library did so. Less than 1% of both groups of respondents signified any interest in practical examinations, but in Sherman more than 1% did so.

Tyler did not have anyone reporting an interest in mathematics, computer science, or practical examinations, while Commerce did not have any interest reported in business and economics, engineering, or criticism. In all other subject areas, some interest was reported by the users in each library.

At the Dallas Central Library, 6.12% of the respondents signified an interest in history; the percentage in the community libraries was 5.59%. An interest in biography was reported by 5.4% of the community library respondents and 4.5% of the Dallas Central Library respondents.

Other areas in which more than 3% of the community library respondents signified an interest were religion (3.15%), house and garden (3.85%), hobbies (4.35%), poetry (3.39%), and geography and travel (3.25%). In the geography and travel category, the emphasis is probably on travel material. At the Dallas Central Library, other areas in which more than 3% of the respondents reported an interest were psychology (3.10%), business and economics (3.10%), religion (3.75%), hobbies (3.05%), poetry (3.22%), and geography and travel (3.16%). In the 3%-or-more group, the one interest among the community library users not reported by Dallas Central Library users was house and garden. Two areas in the Dallas listing were not in the community library listing: psychology, and business and economics. These are consistent with the description given earlier of the respondents at the Dallas Central Library.

A total of 17,019 responses were made by the 2142 respondents on the reading interest section of the questionnaire, for an average of almost 8 subject areas checked by each user. Table 20 shows the number of respondents who checked each item. Current best sellers, fiction, and magazines were each checked by more than 1000 respondents. The next two most popular categories were history and biography. Thus, in actual numbers as well as percentages, the same five categories were the most popular. These five ranked the same for Dallas as for the library as a whole. They are probably the areas in which most libraries have the best selection of material and are most able to meet the demand. There is an interesting relationship to be analyzed -- does the demand create the collection or does the collection create the demand?

Table 20

SUBJECT INTERESTS CHECKED BY RESPONDENTS TO USER QUESTIONNAIRE

Rank		Total of all Respondents	Dallas (Rank)
1.	Fiction	1,381	336 (1)
2.	Current Best Sellers	1,288	332 (2)
3.	Magazines	1,011	328 (3)
4.	History	980	323 (4)
5.	Biography	872	238 (5)
6.	Hobbies	672	161 (11)
7.	House and Garden	578	125 (16)
8.	Poetry	569	170 (7)
9.	Religion	568	198 (6)
10.	Geography and Travel	549	167 (8)
11.	Psychology	495	164 (9)
12.	Health and Medicine	462	128 (15)
13.	Games and Sports	455	133 (13)
14.	Drama	432	132 (14)
15.	Mythology	417	123 (17)
16.	Art Appreciation	400	123 (18)
17.	Education	393	108 (20)
18.	Government	390	151 (12)
19.	Painting	377	103 (23)
20.	Business and Economics	336	164 (10)
21.	Environment	335	113 (19)
22.	Mysticism	334	103 (24)
23.	Music Appreciation	304	104 (21)
24.	Biology	269	83 (28)
25.	Photography	246	104 (22)
26.	Theatre and Dance	241	75 (32)
27.	Foreign Languages	241	92 (26)
28.	Physical Science	240	88 (29)

Table 20 (con't)

		Total of all Respondents	Dallas (Rank)
29.	Genealogy	237	102 (25)
30.	Minority Groups	224	82 (30)
31.	Geology	211	74 (33)
32.	Urban Problems	200	75 (31)
33.	Mathematics	200	66 (35)
34.	Architecture	164	69 (34)
35.	Electronics	154	46 (38)
36.	Engineering	148	62 (36)
37.	Computer Science	123	53 (37)
38.	Agriculture	121	29 (41)
39.	Language Skills	111	33 (40)
40.	Practical Examinations	110	37 (39)

V. THE TEXAS STATE PLAN

The Texas State Plan, like comparable programs in many other states, began with a plan of operation but without specific guidelines or routines for operational procedures. The program, as one would expect, has grown in different ways in the individual Major Resource Centers. There are ten Major Resource Center libraries in Texas, located in Abilene, Amarillo, Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Lubbock, and San Antonio. Abilene and Dallas both serve thirty-six counties, while the others are all serving smaller areas.

A. LEGISLATIVE AND FUNDING PROVISIONS

> "The public library network is a plan for public libraries of all sizes in Texas to cooperate and assist each other for the benefit of the library patron. Texas public libraries are divied into three groups by size of population served. Ten Major Resource Center libraries assist the Size II libraries which in turn assist the Size III libraries. Grants under the Library Services and Construction Act (LSCA), which is administered by the Texas State Library, inable the various cooperating libraries to extend these services to other libraries."*

Funding for this program has been from LSCA grants and has not included state aid to libraries. State grants-in-aid to libraries are provided for in legislation passed in March 1969, known as the State Library System, Chapter 24 of 61st legislature-regular session. This statute provides for a program of state grants within the limitations of funds appropriated by the Texas State Legislature.

"The program of state grants shall include one or more of the following:

1. system operation grants, to strengthen major resource system services to member libraries, including grants to reimburse other libraries for providing specialized services to major resource systems;

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*Brochure prepared by Texas State Library, Plan for Public Library Development, December 1967, p. 3.

2. incentive grants, to encourage libraries to join together into larger units of service in order to meet criteria for major resource system membership;

3. establishment grants to help establish libraries which will quality for major resource system membership in communities without library service; and

4. equalization grants to help libraries in communities with relatively limited taxable resources to meet criteria for major resource system membership."

As of this writing, funds have not been legislated for this phase of the program. When funds are available, they may be used "for materials, personnel, equipment and administrative expenses; and for financing programs which enrich the services and materials offered a community by its public library." It is clearly stated in the legislation that "state aid to any free or tax-supported public library is a supplement to and not a replacement of local support." Funds will be dispersed after administrative expenses according to the following formula:

> "Twenty-five percent of such funds shall be apportioned equally to the major resource systems and the remaining seventy-five percent shall be apportioned to them on a per capita basis determined by the last decennial census."

Without question, the Texas State Library System requires state grants-in-aid in order to develop library services for the residents of Texas and its individual communities. Federal funding is important but cannot carry the total program. We have commented earlier on the limited local support received by most of the public libraries in the Dallas Major Resource Center area.

The State Library System Act describes the State Library System, the Major Resource System and its constituents, and the State grants-in-aid to libraries. Section 10 of the legislation on the Major Resource Systems provides for an "Advisory Council for each Major Resource System is established, consisting of six lay members representing the member libraries of the system." Although this has not been implemented as yet, we recommend its early implementation in the Dallas Major Resource Center area.

B. OPERATIONS OF THE DALLAS MRC

The Texas State Library has provided for the inclusion of college and university libraries and technical information and research centers in its total programs. Some of these agencies are already included in its Telex interlibrary loan-reference services, which also includes the Texas State Library and all the MRC's. The Dallas Public Library has been working with the academic institutions in its area in developing its collection. It is obvious that Dallas Public Library is concerned about identifying its responsibilities in developing collections and services to supplement and complement those available from academic libraries. The Dallas area has comparatively few special libraries, and most of these are technically oriented. Generally speaking, special libraries have been more active in forming interrelated library systems and sharing their resources with other special libraries than public and academic libraries. In the Dallas area with the emphasis on technical libraries, services from special libraries would tend to be limited by security regulations.

As this study was funded under Title I of LSCA, the emphasis has been on public libraries. No such study had been conducted before, nor had any long-term program of service to the public libraries in the Dallas MRC area been formulated. In order to provide the necessary background, we examined all the material available and studied the operation of the Dallas Public Library as an MRC. The Dallas MRC, as was pointed out earlier, has had a program providing interlibrary loan and reference service to the libraries in the area and participating in the statewide Telex network. The Materials Coordinator at the Dallas Public Library has been responsible for the expenditure of the largest share of the LSCA grant in order to develop the collection. The interlibrary loan and reference service program is in a division of the General Reference Department. Within the past six months, a professional librarian has been named to administer the program and to serve as Interlibrary Loan (ILL) Librarian. There is also a reference assistant and a clerical assistant assigned to this program. The ILL Librarian, the reference assistant and the clerical assistant are equivalent to two and a half full-time staff. Although the Interlibrary Loan Librarian is assigned exclusively to the program, the reference assistant does spend some time at one of the reference desks.

Requests are received by telephone from the Size II libraries and by Telex from the Texas State Library and the other MRC's. The Size II libraries can call long distance, and the cost is handled by the Texas State Library. The problems in implementing a system like this are many. It takes time and planning just to develop a routine or procedure on routing requests among the MRC's so that one library does not receive them all. In this case, the design of the system is still not adequate, and staff at both the Texas State Library and the MRC's have encountered problems in implementing the program. It is understandable that the Texas State Library wanted to evaluate the program and in order to do so needed specific information from all the participating libraries. However, when it became evident that there was a time lag in filling requests, not only in Dallas but at the Texas State Library (and, we expect, in the other MRC's), then the amount of paperwork involved in support of this evaluation should have been cut. We examined the Dallas MRC interlibrary loan operation a number of times during the course of the study. We were appalled at the amount of paperwork involved in handling just one request. On our last trip we were notified that the forms to be filled out and sent to the Texas State Library were no longer necessary.

We recommended in Dallas, and repeat it now, that all MRC's be encouraged to use the Telex request as the official request and to avoid transferring information to any other form. Call numbers and notations of action (such as sent, reserved, or not available) can be placed in the margin of the Telex request. This request can then be given to a clerk to be transcribed to the requesting library.

Also during the course of this study, we examined a number of the individual requests which were received at Dallas. Some of them were quite routine, while others required extensive searching. The requests received at Dallas on the Telex network have included requests for information about individual artists, about how to establish and operate a janitorial supply service, about high and low prices of mercury in pounds sterling, and about the signers of the 1917 Constitution of Mexico. One of the problems in something like this is to identify just how much has been checked at the requesting library.

Once the request is received in Dallas, the catalog is checked if the request is for materials by author, title, or general subject, and available materials are sent. Reserves are placed for titles except for popular or best seller types. The materials are charged out in the Circulation Department and then mailed to the requesting library.

For reference questions, assistance is sought from the individual department which covers the topic. Because of the pressure for telephone and in-person service in most departments, these requests do not have priority action. This is probably true in the other MRC's as well, if you analyze the time lag in getting requests through all the libraries. The elimination of excessive record keeping should help speed things up. Each library will have to solve internal operational problems, and we will make some recommendations for the Dallas Public Library in the next chapter.

Basically the MRC program at the Dallas Public Library has consisted of active participation in the interlibrary loan-reference network and the expenditure of funds to develop subject collections: this latter activity has been more closely coordinated with the academic libraries than with the smaller public libraries. We have, during the course of this study, made recommendations, some of which are currently being implemented. There are other things which could be done, and some of these will be identified in our recommendations in this report.

The questionnaire returns from the libraries in the Dallas MRC reported on services which they would like to have provided in their order of preference (1, 2, 3, etc.). Table 21 summarizes the results.

Table 21

SERVICE PREFERENCES OF LIBRARIES IN THE DALLAS MRC

Rank	1,	2,	3,	4,	5
	Number of libraries				
Centralized Processing	5	1	1	1	3
Delivery Service	2	3			6
Film Service	4	1	3	2	2
Consulting Services		5	1	1	4
Workshops	1	4	2	2	3
Development of Bibliographical Tools					
Union List of Serials	3	1	1	2	3
Union List of Newspapers	2	2	1	2	2
Other	1				1
Directories of Special Activities (such as speakers, courses, etc.)	2	1	1	1	3
Public Relations	3	3	2		1
Reference Center	5	2		1	2
Review Center for Examination of Materials	2	1	2	1	3
Other	1				

As the table shows, centralized processing was one of the most frequent first choices. On the basis of our examination of the library situation in the Dallas MRC and our studies of processing centers, we do not recommend that the Dallas Public Library sponsor a processing center. Our reasons for this are many, but basically that a processing center offering services to other libraries must operate as a business and most public libraries cannot provide the manager of a processing center with the same options for handling personnel and business procedures. We are convinced that a processing center should be a private nonprofit corporation, established and supported in part by grants from the state agency. In this particular instance, the Dallas Public Library does not have the space to process materials for a number of other libraries and we do not believe it should attempt to do so.

We know that reference service is currently being offered as part of the Telex network but that more service could be offered to the Size II libraries in the Dallas MRC area. It is understandable that within the Dallas metropolitan area some libraries and patrons call the Dallas Public Library directly and ask for information. In some instances, Size III libraries bypass their Size II libraries completely.

We believe that every effort should be made to have libraries work through the network. In order to make this an effective procedure, Size II libraries must be capable of providing service, and this is not always the case because of limited financial support, staff, and inadequate collections. A major effort should be undertaken to upgrade these libraries by the use of local, state, and federal funds. Only those libraries which show promise and have the facilities to provide service should continue to be Size II libraries with service responsibilities to Size III libraries. Just because a library is serving a population of a certain size does not mean that library is capable of providing service to a larger group of residents. Standards must be enforced at all levels or mediocre library service will result.

Earlier, we commented on the fact that the Size II libraries in many instances were serving Size III libraries some distance away and that there were no geographic regions of service within the MRC. We would like to suggest that the Texas State Library, the Dallas Public Library as the MRC, and the Size II libraries produce a plan for serving Size III libraries which will eliminate some of this. Perhaps not all Size II libraries should have service responsibilities; there was one, during the course of our study, which had not undertaken any service responsibilities.

C. ROLE OF THE TEXAS STATE LIBRARY

The Texas State Library must exert leadership in this program, not only with regard to broad policy and philosophy, but also in such apparently minor efforts as in developing a statistical reporting form for MRC libraries, working out a time schedule for individual MRC libraries to contact the State Library, and preparing guidelines on how many MRC libraries should be contacted before assistance is requested from an academic institution or a technical information and research center. These things are important in the overall success of the program.

The Texas State Library should reconsider its assignment of geographic boundaries for the Major Resource Centers. Texas, like most other states, has been divided into state planning regions. These regions are the basis for long-term planning in all areas; for developing service programs, two or more planning regions can be grouped together. At present, the Dallas MRC includes the North East Texas and East Texas planning regions and parts of North Central Texas and Central Texas. The Central Texas planning region includes two counties, Limestone and Freestone, in the Dallas MRC area, with the rest of the counties in the planning region assigned to other MRC's.

We recommend that the Texas State Library use the planning regions as a guide in developing MRC regions. With two exceptions, each MRC area should cover two or more planning regions. The exceptions are the Dallas and Fort Worth Major Resource Center libraries, which both belong to the North Central planning region. We believe that in this case it is feasible to split the region for library service programs. There is no major library serving other libraries in northeast Texas. Dallas serves libraries to the east, but under the present funding and staffing program, neither Dallas nor Fort Worth should be expected to serve libraries in the entire north central - northeast Texas area. The Texas State Library should, therefore, request an exception to the established planning regions for the North Central area only.

The Texas State Library has organized its Field Services Division so that a resident consultant is assigned to regions rather than having all staff based at the Texas State Library. This is an excellent plan, but because of staff vacancies, some regions have not had a consultant for long periods of time. The Dallas area has been without a consultant for the period of this study, and for sometime before that the consultant was trying to cover both the Dallas and Fort Worth areas. The effort to cover so many libraries limited the depth of consultant activity possible for any individual library. Unlike many state libraries, the Texas State Library has not built up a staff of subject or service consultants. We believe that in a state as large as Texas, it would be impossible to provide sufficient personnel to offer specialized consultant activities to all libraries. This we believe can be provided by specialists on the staff of MRC libraries.

At the same time, we do not believe that consulting activities which involve long-term planning or building programs should be assigned to MRC staff members. We believe that the conflict of interest situations which could result are sufficient to prohibit further studies in any single MRC area for an individual library by a staff member of the MRC library. If the Texas State Library is to fund projects of this type and to suggest individual librarians to conduct the studies, we recommend that these individuals be from other MRC areas. We see no difficulty in a member of the Dallas Public Library conducting a study for a library in the Fort Worth MRC area or for a Fort Worth staff member conducting a study for a library in the Dallas MRC area.

The MRC's should provide consulting service which will help to formulate service programs, to assist in problem solving, and to provide specialists in specific areas such as children's, reference, or audiovisual services. The MRC's should not receive extra compensation for these services, since the services should be funded from the MRC grant. Since the long-term planning or building study should not be undertaken by MRC staff as a service of the MRC, the individual who conducts the study should receive extra compensation for this activity.

VI. LIBRARY COOPERATION IN DALLAS COUNTY

A. FUTURE ORGANIZATION FOR PUBLIC LIBRARIES IN DALLAS COUNTY

We believe there should be a single library system serving Dallas County instead of the present arrangement. Currently the Dallas Public Library serves residents of Dallas, as well as residents of Dallas County, with free cards. A separate operation is that of the Dallas County Public Library System, which has an administrative headquarters in the City of Dallas and operates a number of branches in Dallas County. Individual communities in Dallas County also support libraries. These libraries are all duplicating activities in certain areas, and there is no uniformity in routines such as length of loan period, fines for overdues, renewal of material, and the like.

We strongly recommend that all the public libraries in Dallas County develop a system of operating which provides for uniformity in basic procedures and routines. We recognize that no single library will be able to have all of its routines adopted by the other libraries, but each library should be able to contribute to this organization even though it means changing some routines.

We recognize the legal problems involved in establishing a city-county library system with the complex of individual libraries and library systems currently existing. We were not directed to examine this aspect of the Major Resource Center area in detail, but we do not feel any report of this magnitude should ignore what appears to us to be a major consideration in any long-term plan for library service.

We are suggesting that the development of public library service involve more than contracting between libraries. We recommend establishment of a single administrative staff with service from public libraries throughout the county. This, we recognize, cannot be implemented without careful analysis of the legal and financial implications. On the other hand, municipalities and librarians cannot ignore the present trends to centralized services nor the growth in library budgets accompanied by reductions in the availability of federal funding and the unwillingness of communities to continually increase budgets and approve bond issues.

B. CONTRACT SERVICE TO LIBRARIES

The basic premise which allows libraries to contract for service implies larger units of service. We have identified the need for a careful examination of the problems involved in establishing a single public library system for all the communities in Dallas County. This is a long-range goal, but we expect some libraries will want to contract with the Dallas Public Library for specific services or for Management Services, such as continuing assistance in developing budgets, salary scales, business routines, delivery service, recruiting and the like. We believe this can be a mutually beneficial arrangement, provided it is clearly understood that the contracting library has direct access to a member of the administrative staff at the Dallas Public Library, probably the Chief of Branches, and that no special accommodations be made that are not made for the branch libraries in the Dallas Public Library system. We suggest that a basic fee be agreed upon which would include management functions, acquisitions, cataloging, and processing, with materials being charged for separately at the discounted price. The Dallas Public Library should be capable of handling these services for a very limited number of libraries in its present building. Unless plans for a new building provide space for services to contracting libraries, Dallas Public Library would have to limit the number of libraries contracting and the amounts and kinds of services offered to these libraries.

C. THE DALLAS AREA LIBRARY PLANNING COUNCIL (DALIPCO)

The Goals for Dallas* report contains plans for developing library service in the Dallas area. Under the general goal of Continuing Education, Goal 3 is as follows (p. 131):

> "Make available excellent public library service to every citizen according to this individual need regardless of where he lives, his economic condition or educational background, thereby providing opportunity for self-advancement."

The General Approach to be used in achieving this goal is described as follows (pp. 377-378):

> "A Dallas Area Library Planning Council (DALIPCO) should be established, financed and staffed to coordinate innovative library programs for all citizens in the Dallas area. DALIPCO would represent all libraries in the area -- elementary and secondary school, college and university, public, industrial and special. The Council should initiate studies and surveys to determine library needs and funding requirements, and should recommend means of library cooperation.

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*Goals for Dallas: Proposals for Achieving the Goals, Goals for Dallas, Dallas, 1969. Page references to this document in our report appear in parentheses in the text.

> "The Council should be composed of representatives of area library systems, area and state library associations, and agencies and organizations concerned with continuing education programs and library service. Under the guidance of DALIPCO the public library should develop and strengthen library programs for all citizens of the Dallas area on a cooperative basis with other organizations, institutions and municipalites."

Although the time schedule outlined is not being met at this date, we do hope that positive action will take place in the very near future. The Major Steps outlined to meet the goal are compatible with the findings and recommendations of this study.

D. ACADEMIC INSTITUTIONS

We visited some academic institutions and talked with several individuals who have been actively involved in providing service to special users. No attempt was made to develop a complete profile of the academic institutions, although we did examine statistical material and descriptions of library services for several institutions. We believe from our interviews with staff members of the Dallas Public Library that working relationships already exist between the staff at the Dallas Public Library and the individual academic institutions. Many of the staff were very knowledgeable about the programs and collections at the individual academic institutions.

The establishment of community colleges throughout the nation has created problems for many public library systems. Many of these community colleges have been leaders in the application of new techniques and nonprint media as supplements to the classroom. Although books are still important, the placing of a card catalog on microfilm instead of the traditional 3 x 5 cards, the automated circulation systems, and the nonprint media and facilities for producing them are all standard in many of these libraries. In Dallas, El Centro College has been able to do these and other interesting things in its media center. Future demand on the public library by community college students cannot really be measured, but alleviating the frustrations of using a traditional library for many of these students must be considered. The public librarians should be aware of the application of the new technology in other libraries.

The Dallas Public Library and other public libraries in the area should be prepared to assist the new community colleges develop library and media center services and programs which will be beneficial to both institutions and their users.

E. SERVICE TO SPECIAL USERS

Information centers have been organized in various sections of the country to provide specific information to fairly large groups who need special resources. Among these centers have been those established for the medical professions, in some states special law information centers, and through the State Technical Services Act special services for businessmen and technical personnel. Dallas will have the Bio-Information Center at Southwestern Medical School, which will be capable of providing service to individuals and other institutions using the most sophisticated of the information retrieval systems available and applying technology to the entire operation.

The State Technical Services program, which operates out of Southern Methodist University, has provided information and also has prepared research reports for individual clients. Special librarians have noted that most companies or industries have in their possession the necessary technical information, reports, and the like for their scientists, engineers, and other technical personnel to use. What these companies lack is the business management - marketing information which is highly desirable in long-term planning. This is an area which many special librarians believe can be handled competently by the business department of the larger public libraries. The technical staff needs more than the answer to an individual question. It needs someone who can research information and interpret the information, pointing out alternatives without necessarily making any recommendation for the individual company. Some companies might use a service like this only once a year and others not at all, but still others would be regular users. What public libraries have not done to any great degree is to investigate and implement special services like this with the assurance that many of the individual companies will pay separately for this service.

There are a few examples of cooperative programs between public libraries and business firms. For example, based in Stamford, Conn., there is an organization known as the Southwest Connecticut Library Group composed of public libraries, academic libraries, and business firms. Each member pays dues and cooperatively they develop programs or allocate the expenditure of funds for special equipment, or materials, which no single library could afford. We believe this type of arrange- could be developed and expanded to include special research studies as outlined above between the Dallas Public Library and the business firms in the Dallas area.

In order to do this, an active program involving the Dallas Chamber of Commerce and the appropriate staff at the Dallas Public Library should be organized. The first activity probably should involve an identification of appropriate business firms, a planned series of visits to these firms, a meeting of key individuals, and development of an organization structure. This requires more staff than is currently available at the Dallas Public Library and probably staff with more specialized training in business management and marketing research.

This same program could involve the individual small businessman, especially those in disadvantaged areas, although their needs will be different. This program by its need for special staff, specialized materials, overall application of information, will benefit all businessmen users of the library.

VII. RECOMMENDATIONS

We have two sets of recommendations, one for the Texas State Library and one for the Dallas Major Resource Center. We believe these recommendations in general require little further explanation. Also, the recommendations for the Texas State Library require no financial support beyond what is already available.

A. RECOMMENDATIONS FOR THE TEXAS STATE LIBRARY

- Standards should require installation of telephones in all public libraries

- MRC areas should be coordinated to correspond with State Planning Regions. This will require reassigning Limestone and Freestone Counties to another MRC.

- The Texas State Library, in cooperation with individual MRC libraries, should reexamine the arrangement of service programs between Size II and Size III libraries in order to develop more cohesive units of service.

- A policy to provide building and planning consultants from outside the specific MRC area should be inaugurated. Long-term commitments should not be carried out by individual staff members of the MRC library. Dallas staff should serve as consultants outside the Dallas MRC area for a fee. We believe conflict of interest possibilities require this.

- Meetings of those responsible for implementing the day-by-day operations of service within each MRC area should be held regularly under the sponsorship of the Texas State Library. These meetings would be in addition to, and usually separated from, the meetings of the Directors of the MRC's, although joint meetings would probably be valuable at certain times.

- The Texas State Library must exert leadership in the Major Resource Centers, seeing to it that adequate service programs are developed in the MRC's and enforcing and regularly upgrading standards.

- The Texas State Library should serve as a clearinghouse for new programs, and for identifying areas in which programs could be implemented cooperatively by the libraries in an MRC or even by two or more MRC's.

- Although the Texas State Library should be responsible for evaluating programs involving individual services for all MRC's, evaluation studies should be conducted in such a manner that they do not interfere with the day-by-day operation of the program.

B. RECOMMENDATIONS FOR THE DALLAS PUBLIC LIBRARY

1. Short-Term Recommendations

- A separate department should be established known as the MRC Service Department, to administer and coordinate all services and programs evolving from the Dallas Public Library as an MRC. This would include interlibrary loan and reference services. This Department would coordinate visits of DPL staff to libraries in the MRC area and serve as a clearinghouse for all services and programs available to public libraries in the MRC area.

  - At least one clerk should be added now to assist present interlibrary loan assistants.

  - A series of visits to all Size II libraries by appropriate DPL staff should be initiated. This recommendation is being implemented.

  - Basic needs of these libraries should be identified and visits by Dallas Public Library staff specialists planned.

  - Evaluation visits to Size II libraries should be conducted for those Size II libraries which request them. Evaluations could be conducted cooperatively with the area Field Services representative from the Texas State Library.

  - A newsletter should be published which will provide items of current interest to librarians in the area plus other features such as updated lists of government officials at all levels, especially Texas and the Dallas area, as well as short bibliographies, lists of items requested but not located over the statewide network, unusual questions, and new publications. Different issues can be different rather than covering the same topics or containing the same features. A publication is in the planning stage.

- The library should assist in the development and dissemination of publicity about the MRC and its services to individual libraries.

- Requests from patrons of the Dallas Public Library, including branches, should be integrated into the statewide interlibrary loan network. One of the problems of a cooperative program is ensuring the same services for the patrons of the headquarters library as are offered to others. We believe that routines can and should be established immediately to ensure that Dallas residents receive these services. Publicity will have to be prepared for the library and the communications media.

- A tape-answering device should be provided for the interlibrary loan telephone, to be used when staff assigned to this activity are not available. This is a comparatively inexpensive device which would ensure answering without involving individuals who have primary responsibility for another service function. It would also enable calls to be placed at the convenience of the requesting library, because the device should be in operation 24 hours a day, seven days a week.

- Adequate statistical reporting forms should be developed with other MRC librarians and the Texas State Library.

- The Materials Coordinator should devote some time to investigating the collections at the Size II libraries and analyzing unfilled requests in order to identify areas of the collection which need to be developed. This, we believe, is necessary to the development of a total collection at the Dallas Public Library to meet the needs of all segments of the population.

- The Dallas Public Library should not be expected to loan popular best sellers to any library in the MRC area. Size II libraries should supply these titles to their own patrons and should have them available for loan to the Size III libraries. Dallas Public Library should be expected to provide materials which would not be available in Size II libraries.

- Contracts with individual libraries in the MRC area should be negotiated for individual services which Dallas Public Library could supply. We believe Dallas Public Library will have to limit the number and type of contracts which can be negotiated and implemented because of the limitations of its building and the organization of its program.

- The first contract we recommend would be between the Dallas Public Library and those libraries in the area that would like to have a film service. We recommend establishment of a film cooperative, organized as a contract service. Each of the participating libraries would pay a service fee for a year's service and would agree to purchase at least one film a year, for use by all members of the cooperative. During the first three years, the Dallas Public Library should receive a special services grant for administering the program. After three years, the Dallas Public Library should include this as an expense in its program and charge it to the state grant-in-aid funds.
- Book lists should be developed in cooperation with librarians in the other public libraries in the MRC area. They could be made available at nominal cost as a service under the present LSCA Title I program.
- In-service programs for librarians in libraries in the MRC area should be planned. For example, a program on drugs could be instituted for librarians so that they will know agencies where help can be obtained, etc. For the present, Dallas Public Library should concentrate its in-service training activities on the Size II libraries.
- A series of materials selection meetings should be conducted on a trial basis, using materials considered for purchase by the Dallas Public Library. These could be held once a month and for this trial period should be separate from the regular book selection meetings for the different groups in the Dallas Public Library.
- An MRC Advisory Committee should be appointed as stipulated in the Texas Library System Act.

The above recommendations, except for the film cooperative, we believe could be funded from LSCA Title I funds. The Texas State Library presently requires that all but 20% of the funds received in a Title I grant should be used for "books, microfilming, or binding." We believe that some of the recommendations listed above that require funding at this time should be considered eligible for conclusion in the 20% currently assigned for special projects. This would include, among other things, the newsletter, book lists, and special in-service programs for staff in the Size II libraries.

Although we know that personnel costs are excluded from this grant, we would hope that if Dallas Public Library established a separate department to handle all MRC service programs, the salary of the additional clerk recommended could be considered a justifiable expense under the Title I program. Other services provided by the Dallas Public Library should be available from individual branches or departments without adding personnel specifically for this program.

2. Long-Term Recommendations

The following recommendations will require funding outside the present or projected LSCA Title I grant. We believe that these recommendations should not be implemented until state grants-in-aid are available. The Dallas Public Library, as has been pointed out earlier, does not have funds to provide services to the entire MRC area at the same level or of the same variety which DPL should provide residents of Dallas. Therefore, in long-term planning we recommend the following:

- Funds should be allocated to provide Telex machines at Size II libraries which are located outside Dallas County. We believe Telex is more efficient than the telephone, because the request is in hard copy that can be used as a final record.

- The Dallas Public Library is investigating the application of automation to its own activities. Automation and the new technologies cannot be examined by each library, but DPL should make its findings available to other libraries.

At the present time, we do not see the need nor the immediate application of computer based technology in the Dallas MRC service program. We do see computer based technology as a program to be developed in the next few years. We recommend that provisions be made for individual libraries to contract for programs or services from the Dallas Public Library because we cannot justify the expenditure of time and money for each of several libraries to develop their own programs.

- The Dallas Public Library should arrange for tie-ins to the information banks which are available in the Dallas area and in other sections of the country. DPL will probably have to contract for these services, but this should be a legitimate expenditure of state grant-in-aid funds.

- The innovative programs at the Dallas Public Library such as the Showmobile, should be adapted for use within the MRC area. The Dallas Public Library does not have the equipment to make this type of service available outside its own community. Funds should be available to provide for traveling exhibits.

- Some counties in the MRC area are without library service. Before a decision is made about establishing a library or providing bookmobile service, we recommend that the Dallas Public Library and an appropriate Size II library develop a library mail-order service which would operate out of the Size II library. Dallas Public Library could provide a collection of materials and assist in the development of an appropriate printed catalog of the available materials.

- A mobile demonstration collection for Size III libraries should be developed and made available on a rotating basis to requesting Size III libraries. Some materials can be placed on short-term deposit while others can be part of a permanent collection in a van or bookmobile which visits libraries throughout the area. This service could be coordinated by the Size II libraries.

- The Dallas Public Library should participate in the establishment of statewide bibliographical tools and should identify the appropriate tools to be developed for the Dallas MRC area. The implementation for the MRC area should be on a cooperative basis.

- The Dallas Public Library should be actively involved in implementing the Goals for Dallas program for public libraries.

There are two programs that frequently are services of a headquarters library but that we do not recommend:

- We do not recommend providing centralized processing for participating libraries. We do believe that large libraries are not equipped to provide this service because of the special situations which have developed over a period of time to meet their own needs. It is quite evident to us that a centralized processing center needs more flexibility in management than is usually available within a library.

It is possible that the Texas State Library will investigate the feasibility of establishing a nonprofit private corporation to offer centralized processing to libraries in the area.

- We do not recommend a regular delivery because of the distances involved and also because most libraries appear satisfied with mail service. We do believe that libraries in the Dallas metropolitan area might contract for this service as a unit from the Dallas Public Library or individual libraries who contract for a variety of services might specify delivery service to be included.

  As Size II libraries implement programs for the Size III libraries, some of the Size II libraries might find this a feasible service to offer.

C. COMMENTS ON IMPLEMENTATION AND FUNDING

There are many services that will be natural outgrowths of the MRC program. Flexibility should be a keynote to allow for innovative programs, and funds should be available for pilot programs. The organizational structure need not be the same for each Size II library and the libraries which are served. It is quite possible for some of the smaller libraries to merge with larger libraries. It also should be possible for public, school, academic, and special libraries in a given area to organize under Title III. The Dallas Public Library participates in existing cooperative programs, and these should be expanded to provide for a more cohesive program of service among all types of libraries. Although this study has concentrated on the public libraries, we believe that all types of libraries and librarians must work together to provide quality library service to all the residents of the Dallas MRC area.

Individual costs have not been assigned to our recommendations, because we believe that a number of them can be implemented under the present LSCA Title I program. Contracts for service will have to be negotiated. A film cooperative should have its administrative costs funded under a grant. We know that it will take a great deal of money to bring the existing libraries up to standards and to establish library service in unserved communities. We believe, and strongly recommend, that state grants-in-aid should be coordinated with local support and gradual increases in per capita local support should be planned over a period of years. At this time, we are not estimating the cost of providing the small local libraries with basic collections. It is very possible to provide better service with fewer libraries offering a greater variety of services and accessibility through better communications and facilities for transmitting or transporting information and materials.

We estimate that an allocation of 25¢ per capita in state grant-in-aid funds to the Dallas Public Library as the Major Resource Center would provide sufficient funds to develop the programs outlined, to provide for additional staff at the Dallas Public Library so that subject or service specialists could actively participate in the MRC program, to have pilot programs for special services and the necessary equipment for these services and to coordinate public library activities in the MRC area. No provision is made in this report for a new building for the Dallas Public Library, because we recommend this should be funded under a different program, namely a combination of local funds and LSCA Title II funds.

On the basis of our population estimates, the 1980 population should be just over 3 million. Using 25¢ per capita as a base, the total funds available to the Dallas Public Library for service as an MRC would be $772,000. We recognize that this will not all be available immediately because the present population is estimated at 2.5 million; it will probably be phased in over a period of years. Some of the equipment costs are one-time costs, while other costs are continuing. We recommend that once a state funding program is authorized, the library service program be phased in on a coordinated basis in relation to the funds available. Some funds should be available immediately to assist the Size II libraries with service responsibilities to Size III libraries in building their collections and developing appropriate services. The distribution of the available funds under the first state grants-in-aid program will have to be very carefully planned in order to provide sufficient funds to the individual MRC's for their programs and at the same time encourage the smaller libraries to develop in an orderly fashion. The Dallas Public Library should not be expected to fund a regional service program with funds appropriated by the City of Dallas.

APPENDIXES

APPENDIX A: PUBLIC LIBRARIES VISITED

APPENDIX B: QUESTIONNAIRE DISTRIBUTED TO PUBLIC LIBRARIES AND LIBRARIES RESPONDING TO QUESTIONNAIRE

APPENDIX C: INSTITUTIONS AND AGENCIES VISITED; SPECIAL INTERVIEWS

APPENDIX D: USER STUDY: PARTICIPATING LIBRARIES AND QUESTIONNAIRE

APPENDIX A

Public Libraries Visited

Dallas Public Library: Central and three branches

Lancaster-Keist Branch
Hampton-Illinois Branch
Walnut Hill Branch

Size II Libraries

Dallas County Public Library (Headquarters)
Denison Public Library
Nicholson Memorial Library, Garland
Richardson Public Library
Sherman Public Library
Carnegie Public Library, Tyler

Size IIIA Libraries

Paris Public Library
Nicholas P. Sims Library, Waxahachie

Size IIIB Libraries

Commerce Public Library

APPENDIX B

DALLAS PUBLIC LIBRARY

MAJOR RESOURCE CENTER QUESTIONNAIRE

1. Name of public library.

2. Address.

3. Type of library:

   ____ Municipal
   ____ County
   ____ Regional
   ____ Other (please describe.)

4. Basic source of support:

   ____ Local taxes
   ____ State grant
   ____ Federal funds
   ____ Endowment

5. Which of the following materials are available in your library?

	How many?
Books	____
Paperback books	____
Large print books	____
Pamphlets	____
Periodicals (magazines)	____
Framed art reproductions	
Government documents	
United States	____
Texas State	____
Local: county or municipal	____
Newspapers	____

5. (Continued)

Films	_____
Filmstrips	_____
Tapes	_____
Slides	_____
Records	_____
Microforms	_____
Other (please identify)	_____ ______________________________

____

6. Which of the following items of equipment are available in your library?

	How many?
Microfilm readers	_____
Microfilm reader/printers	_____
Film projectors	_____
Record players	_____
Tape recorders	_____
Photocopier	_____
Typewriters	_____
Other (please identify)	_____ ______________________________

____

7. Would you like to have a delivery system between the Dallas Public Library and your library?

_____ Yes _____ No

Is postal service satisfactory?

_____ Yes _____ No

How often should deliveries be made to your library?

_____ Twice a week
_____ Three times a week
_____ Once a week

8. Would delivery service from a Size II library be more appropriate?

_____ Yes _____ No

9. What communication does your library have?

_____ Telephone
_____ TWX (teletypewriter)
_____ Other (please specify) ______________________________

10. Does your library have access to a computer?

_____ Yes _____ No

If "Yes", please give name and model number. ____________________

11. What are the educational qualifications of your staff?

_____ High school graduates
_____ College graduates
_____ 4th year library school degree
_____ 5th year library school degree
_____ Subject master's degree
_____ Doctoral degree

12. How many staff members (in full-time equivalents) does your library employ?

_____ Professionals (5th year library school degree)
_____ Sub-professionals
_____ Clerical
_____ Pages - messengers
_____ Custodians

13. How many vacancies does your library have?

____ Professional positions (5th year library school degree)

____ Sub-professional positions

____ Clerical

____ Pages - messengers

____ Custodians

14. What provisions are made for staff education?

____ In-service training program (Please describe in detail on a separate sheet, the reverse of this sheet, or submit a printed description)

____ Library school attendance

    ____ Time off with pay

    ____ Tuition allowance

____ Professional activities

    ____ Staff organization

    ____ Attendance at conventions, workshops and the like

        ____ Time with pay

        ____ Expenses paid

15. Is there a library school within commuting distance?

____ Yes ____ No

16. Does the library school program meet the needs of your library staff?

____ Yes ____ No

17. How do you order, catalog and process material?

____ In your library

____ By a commercial firm such as ALANAR, Bro-Dart, or some other firm.

____ At library operated processing center

____ Combination of these

18. How many titles were acquired by your library in the last fiscal year?

____

19. Does your library have a procedure for handling questions which cannot be answered with material in your collection?

____ Yes ____ No

If "Yes", please describe the procedure. Attach any forms you use in handling reference inquiries.

____

____

____

20. Does your library prepare an annual report for public distribution?

____ Yes ____ No

If "Yes", could you include a copy of the annual report for the latest fiscal year?

21. What means do you use to promote the library in the community?

____ Newspaper publicity
____ Brochures
____ Radio/TV broadcasts
____ Speaking engagements
____ Exhibits
____ Book lists

22. How many branch libraries does your library operate?

____

23. How many bookmobiles are in operation in your area?

____

24. Are children permitted to reserve books?

_____ Yes _____ No

25. Are there special programs for children?

_____ Story hours
_____ Summer reading programs
_____ Film shows
_____ Puppet shows
_____ Creative dramatics
_____ Exhibits of their art work
_____ Other (please identify) ____________________
____

26. How are materials selected for your library?

_____ By the librarian
_____ By a staff committee
_____ By trustees
_____ By volunteers

27. How many interlibrary loans did you request for your library patrons in the last fiscal year?

How many were requested through the Major Resource Center?

_____ By mail
_____ By telephone
_____ By telex

27. (Continued)

How many were requested from libraries outside the Major Resource Center System?

____

28. Which of the following are eligible for interlibrary loan requests?

____ Elementary students
____ High school students
____ College students
____ Graduate students
____ Adults

29. What special services, if any, does your library offer to adult patrons and to the business community?

____

____

____

30. Does your library at the present time participate in any cooperative programs with other libraries?

____ Yes ____ No

If "Yes", describe them briefly or attach descriptive information.

____

____

____

31. Is(are) there any subject(s) in which your collection has great depth?

____

____

32. Is the present library building suitable for current materials and services?

____ Yes ____ No

33. Do you have plans for a new library building?

____ Yes ____ No

If "Yes", what is estimated date when new building will be available?

____

34. What do you feel are your library's strongest points?

1. ________________________
2. ________________________
3. ________________________

35. What do you feel are your library's greatest needs?

1. ________________________
2. ________________________
3. ________________________

36. Rank in (1), (2), (3), etc. order the services you would like to see provided by the Major Resource Center to public libraries.

	(1)	(2)	(3)	(4)	(5)
Centralized processing	____	____	____	____	____
Delivery service	____	____	____	____	____
Film service	____	____	____	____	____
Consulting services	____	____	____	____	____
Workshops	____	____	____	____	____

36. (Continued)

Development of bibliographical tools					
Union list of serials	____	____	____	____	____
Union list of newspapers	____	____	____	____	____
Other (please specify)	____	____	____	____	____
____________________					
Directories of special activities, such as speakers, courses, etc.	____	____	____	____	____
Public relations, including book lists, posters, exhibits	____	____	____	____	____
Reference center	____	____	____	____	____
Review center for examination of materials	____	____	____	____	____
Other (please specify)	____	____	____	____	____

37. If you have any other comments you would like to include, please do so in this space.

Signature ____________________

Title ____________________

Date ____________________

Name of Library ______________________________

Address ______________________________

____

REFERENCE BOOKS

Does your library own the following titles:

Yes	No		Publication Date
___	___	Books in Print (latest edition)	___________
___	___	Standard Catalog for Public Libraries	___________
___	___	Collier's Encyclopedia	___________
___	___	Compton's Encyclopedia	___________
___	___	Encyclopedia Americana	___________
___	___	Encyclopaedia Britannica	___________
___	___	World Book Encyclopedia	___________
___	___	Lincoln Library of Essential Information	___________
___	___	Encyclopedia of Philosophy (8 volumes)	
___	___	Jewish Encyclopedia	
___	___	New Catholic Encyclopedia	
___	___	Harper's Bible Dictionary	
___	___	Stevenson, B. E. - Home Book of Bible Quotations	
___	___	Bulfinch's Mythology	
___	___	Brown, S. M. - Business Executive's Handbook	
___	___	Hutchinson, Lois - Standard Book for Secretaries	
___	___	Scott's Postage Stamp Catalog	___________
___	___	International Encyclopedia of the Social Sciences	
___	___	Davis, J. P., ed. - American Negro Reference Book	
___	___	Information Please Almanac	___________
___	___	Statesmen's Year Book	___________
___	___	World Almanac	___________
___	___	Statistical Abstract of the United States	___________
___	___	Official Congressional Directory	___________
___	___	United States Government Organization Manual	___________

Reference Books

Yes	No		Publication Date
		Robert's Rules of Order	
		Everyman's United Nations	
		Post, Emily - Etiquette	
		Vanderbilt, Amy - New Complete Book of Etiquette	
		Hazeltine, M. E. - Anniversaries and Holidays	
		American Universities and Colleges	
		Lovejoy's Scholarship Guide	
		Harper Encyclopedia of Science	
		Henley's Twentieth Century Book of Formulas	
		Helen Corbitt's Cookbook	
		Rombauer, Irma - Joy of Cooking	
		Taylor, Norman, ed. - Encyclopedia of Gardening	
		Gardner, Helen - Art through the Ages	
		Comstock, Helen, ed. - Concise Encyclopedia of American Antiques	
		Thompson, Oscar, ed. - International Cyclopedia of Music and Musicians	
		Oxford Companion to the Theatre	
		Menke, F. G. - Encyclopedia of Sports	
		Random House Dictionary of the English Language	
		Webster's Third New International Dictionary	
		Webster's Dictionary of Synonyms	
		Benet, W. R., ed. - Reader's Encyclopedia	
		Spiller, R. E. and others - Literary History of the United States	
		Brewer, E. C. - Dictionary of Phrase and Fable	
		Stevenson, B. E. - Home Book of Quotations	
		Oxford Companion to Classical Literature	
		Columbia Lippincott Gazeteer of the World	
		Hammond's Medallion World Atlas	

Reference Books

Yes	No		Publication Date
		Shepherd, W. R. - Historical Atlas	
		Commager, H. S., ed. - Documents of American History	
		Oxford Companion to American History	
		Kane, J. N. - Famous First Facts	
		Langer, W. L. - Encyclopedia of World History	
		Worldmark Encyclopedia of the Nations	
		Concise Dictionary of American Biography	
		Kane, J. N. - Facts about the Presidents	
		Who's Who in America	
		Webster's Biographical Dictionary	
		Current Biography (Inclusive years):	
		Shankle, G. E. - American Nickname	
		Texas Almanac	
		Handbook of Texas	
		Documents of Texas History	

Public Libraries Responding to Questionnaire

Size II

- Dallas County Public Library
- Denison Public Library
- Emily Fowler Public Library, Denton
- Nicholson Memorial Library, Garland
- Grand Prairie Memorial Library
- Irving Municipal Library
- Nicholson Memorial Public Library, Longview
- Mesquite Public Library
- Richardson Public Library
- Sherman Public Library
- Texarkana Public Library
- Carnegie Public Library, Tyler

Size IIIA

- Red River County Public Library, Clarksville
- Corsicana Public Library
- Ennis Public Library
- Farmers Branch Public Library
- Cooke County Library, Gainesville
- Upshur County Library, Gilmer
- Greenville Public Library
- Louise Childress Library, Highland Park
- Jacksonville Public Library
- McKinney Memorial Public Library
- Mt. Pleasant Public Library
- Carnegie Library, Palestine
- Paris Public Library
- Plano Public Library
- Sulphur Springs Public Library
- Carnegie Library, Terrell
- Nicholas P. Sims Library, Waxahachie

Size IIIB

- Bonham Public Library
- Carrollton Public Library
- Service League Library, Carthage
- Commerce Public Library
- Daingerfield Public Library
- Fairfield Public Library
- Gladewater Public Library
- Grand Saline Public Library
- S. M. Dunlap Library, Italy
- Lewisville Public Library
- Gibbs Memorial Library, Mexia
- Mineola Public Library
- Muenster Public Library
- Teague Public Library
- Whitewright Public Library
- Wolfe City Public Library

One questionnaire returned without information.

APPENDIX C

Institutions and Agencies Visited; Interviews Conducted

Texas State Library, Austin
University of Texas, Bureau of Business Research
University of Texas, Center for Population Research

Dallas Chamber of Commerce
Dallas City Planning Department
North Central Texas Council of Government, Arlington
Industrial Information Services, Southern Methodist University
El Centro College, Dallas
Southern Methodist University, Institute of Urban Studies
U. S. Department of Commerce, Bureau of Research Library, Dallas

Interviews

Miss S. Janice Kee, HEW Regional Office
Miss Maryann Duggan, former Director of Industrial Information Service (IIS)
Mrs. Shula Schwartz (special librarian) - now at El Centro College, Dallas
Mr. Edward Montgomery, Florence Bioinformation Center, Southwestern Medical School in Dallas

APPENDIX D

Libraries Participating in User Study

Dallas Public Library, Central
Denison Public Library
Nicholson Memorial Library, Garland
Nicholson Memorial Public Library, Longview
Richardson Public Library
Sherman Public Library
Carnegie Public Library, Tyler
Paris Public Library
Nicholas P. Sims Library, Waxahachie
Commerce Public Library

QUESTIONNAIRE

DALLAS PUBLIC LIBRARY MAJOR RESOURCE CENTER

Arthur D. Little, Inc. is conducting a study for the Dallas Public Library and its services as a Major Resource Center. In order to identify both user patterns and user interests, we are asking you to take a few minutes to complete this questionnaire. Thank you.

1. Name of library: ______________________________

2. Age:

Check one:

☐ 10 and under
☐ 11 - 20
☐ 21 - 45
☐ 46 - 65

3. Sex:

Check one:

☐ M
☐ F

Education:

Check the highest level you have completed:

4. ☐ Elementary school
5. ☐ High school
6. ☐ Business or technical school
7. ☐ College
8. ☐ Graduate school

Reading Interests:

Check as many as apply:

9. ☐ Current best sellers
10. ☐ Psychology
11. ☐ Business and Economics
12. ☐ Philosophy and Religion

Reading Interests (Continued)

13. ☐ Mysticism and the Occult
14. ☐ Mythology and Folklore
15. ☐ Government and Foreign Affairs
16. ☐ Urban problems
17. ☐ Minority groups
18. ☐ The Environment and Space
19. ☐ Education and Teaching
20. ☐ Biology
21. ☐ Physical Sciences
22. ☐ Mathematics
23. ☐ Geology and Ecology
24. ☐ Agriculture
25. ☐ Computer Science
26. ☐ Electronics
27. ☐ Engineering
28. ☐ Health and Medicine
29. ☐ House and Garden
30. ☐ Hobbies and Handicrafts
31. ☐ Art Appreciation
32. ☐ Architecture
33. ☐ Painting
34. ☐ Photography
35. ☐ Music Appreciation
36. ☐ Theatre and Dance
37. ☐ Games and Sports
38. ☐ Foreign Languages
39. ☐ Language skills
40. ☐ Fiction
41. ☐ Poetry
42. ☐ Drama
43. ☐ Criticism
44. ☐ Geography and Travel
45. ☐ History

Reading Interests (Concluded)

46. ☐ Biography
47. ☐ Genealogy
48. ☐ Magazines
49. ☐ Practical examinations

50. How often do you use the library?

Check one:

☐ More than once a week
☐ Twice a week
☐ Once a week
☐ Once a month
☐ Less frequently
☐ Never

For what information or services do you use the library?

Check as many as apply:

51. ☐ Reference information
52. ☐ Borrow materials
53. ☐ Browsing
54. ☐ Telephone information service
55. ☐ Meeting rooms
56. ☐ Special programs

What services would you like your library to offer?

Check as many as apply:

57. ☐ Book discussion groups
58. ☐ Film programs
59. ☐ Lectures and panel discussions
60. ☐ Book reviews
61. ☐ Great Books programs
62. ☐ Parent-teacher seminars.
63. ☐ Reading and writing instruction

Services (Continued)

64. ☐ Arts and crafts demonstrations
65. ☐ Photography contests
66. ☐ Creative dramatics, for children

67. What time of day do you usually use the library?
Check one:

☐ Morning, 9:00 a.m. - 1:00 p.m.
☐ Afternoon, 1:00 p.m. - 6:00 p.m.
☐ Evening, 6:00 p.m. - 9:00 p.m.
☐ No one time in particular

68. How do you usually get to the library?
Check one:

☐ Walking
☐ Private automobile
☐ Public transportation
☐ No one way in particular

69. When you come to the library, where have you usually come from?
Check one:

☐ Home
☐ Work
☐ Shopping
☐ Community activity
☐ Visit to friends
☐ School
☐ No one place in particular

70. With how many other people do you usually come to the library?
Check one:

☐ By myself
☐ One other person
☐ 2 - 5 others
☐ 6 or more
☐ It varies each time

Do you ever use the Dallas Public Library?

Check as many as apply, only if you are not in the Dallas Public Library now.

71.
- ☐ In person
- ☐ By telephone
- ☐ Through local library

Thank you very much for your cooperation in this study.

CAMBRIDGE,
MASSACHUSETTS

CHICAGO
NEW YORK
SAN FRANCISCO
SANTA MONICA
WASHINGTON
ATHENS
BRUSSELS
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PARIS
RIO DE JANEIRO
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